

BAY REGION BUSINESS

Vol. 11

1954



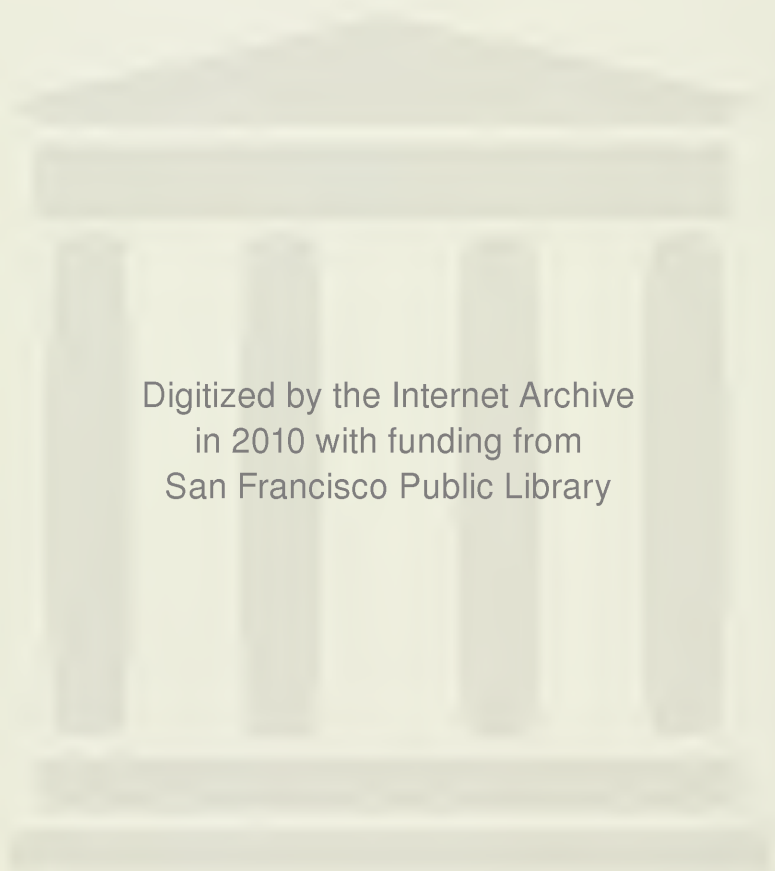
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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

1954 President, Directors Take Office

James Baker Elected President of World Trade Association

James S. Baker, Manager of the James S. Baker Co., took office this week as 1954 President of the World Trade Association of the San Francisco Chamber of Commerce.

He was elected December 23, together with the following new Officers:



JAMES BAKER

Nathan Most, treasurer of Getz Bros. & Company—First Vice President; John E. Scoggins, Cashier, Standard Oil Company of California—Second Vice President; Reginald V. Grady, vice president, Connell Bros. Co., Ltd.—Third Vice President; H. L. Kaufman, vice president, Crocker First National Bank of San Francisco—

Treasurer; and Alvin C. Eichholz, Manager of the Chamber's World Trade Department—Secretary.

Baker, who also serve as an ex-officio member of the Chamber's Board of Directors, was the Association's First Vice President last year. He is a Past President of the Export Managers Association of San Francisco.

A mining engineer in the Philippines for 17 years prior to World War II, Baker during the war served with the U.S. Board of Economic Warfare and later with the Foreign Economic Administration. He was

(Continued on Page 4, Column 2)

Thirty-Three Newly-Elected Board Members Take Over Chamber's 'Program for Progress'

The San Francisco Chamber of Commerce was in the hands of a new President and Board of Directors this week as 1954 terms began for the 33 Officers and Directors chosen in last month's annual elections.

Jesse W. Tapp, executive vice president of the Bank of America N.T. & S.A. headed the list of new Officers as 1954 President. He succeeded J. W. Mailiard, III, who retired as Chamber President December 31.

Working with Mr. Tapp in guiding the Chamber throughout the new year are Chas. S. Hobbs as First Vice President; James E. O'Brien as Second Vice President; John B. Watson as Third Vice President; G. L. Fox as Fourth Vice President and General Manager; Marco F. Hellman as Treasurer; Philip L. McClure as Assistant Treasurer; and Marie A. Hogan as Secretary.

In addition to these eight Officers 25 Directors began their 1954 terms; of these, 12 are new and 13 are 1953 Directors re-elected.

For the purpose of acquainting Chamber members with those who will be setting Chamber policy this year and guiding it in its Program for Progress, this issue of Bay Region Business is largely devoted to picture-biography presentation of the 1954 Board of Directors. See pages 2, 3 and 4.)



JESSE W. TAPP

City's 1954 Population Estimated at 801,000

The San Francisco Chamber of Commerce this week estimated the city's January, 1954 population at 801,000, observing that "extremely healthy business, industrial and residential advantages" are attracting people by the thousands from virtually every portion of the nation.

Declaring that the city has gained more than 25,000 persons since the 1950 U.S. Census, Ralph B. Koeber, Manager of the Chamber's Research Department, cited proof that "San Francisco has steadily gained strength, population-wise (as well as in other major respects)" since 1950:

1. Health Department reports, indicating a "natural" gain (births over deaths) of 22,265 persons;
2. School Department reports showing an average daily attendance increase of more than 1500;
3. Gains in main residential telephones of approximately 11,659;
4. Increases in electrical connections of 8,240;
5. Gains in residential water connections of 4,081.

These factors, Koeber said, were "some of the indices" of the population growth which has definitely showed an "upward trend since 1950 and is steadily increasing."

President's Message TO THE MEMBERSHIP

The opportunities and responsibilities of a new year are always challenging. So it is with 1954. The Officers and Directors of the San Francisco Chamber of Commerce have accepted the challenge of 1954 and are prepared to do their best to contribute to the continued progress of San Francisco.

The year ahead has been tagged by some as a year of "adjustment" in some segments of business and agriculture. But adjustments are a normal part of our highly complex, interdependent and fast-changing economy. Some of these adjustments give rise to problems, and even the solutions to some problems give rise to still others. If, as we hope, some of the adjustment problems of the year ahead are occasioned in some measure by a lessening of world tensions and even slightly improved prospects for peaceful pursuits, then the adjustments can certainly be taken in stride by our highly productive and dynamic economy.

The work of the Staff and the Committees and Departments of the Chamber will continue to be focused on the problems of industry, commerce and agriculture in San

(Continued on Page 4, Column 1)

Your Chamber's

CURRENT OBJECTIVES

Through your support in time and money YOUR San Francisco Chamber is—

- Building Business
- Stimulating Industry
- Selling San Francisco
- Working for Civic Improvement
- Promoting the Port
- Inspiring Community Interest
- Fostering Good Citizenship
- Providing Service



We believe YOU are definitely interested in San Francisco's Past, Present and Future and that YOU want to share in every way possible in this program.

THESE CHAMBER LEADERS WILL V

1954 OFFICERS, SAN FRANCISCO CHAMBER OF COMMERCE

JESSE W. TAPP, PRESIDENT



Executive Vice President, Bank of America N.T. & S.A. Native of Kentucky. Former associate administrator, Agricultural Adjustment Administration, president of Federal Surplus Commodities Corp., director of Commodity Credit Corp. and director of Federal Crop Insurance Corp. Presently a member of President Eisenhower's Commission on Foreign Economic Policy and Commission on Agricultural Policy.

CHARLES S. HOBBS, FIRST VICE PRESIDENT



President, Hale Bros. Stores and vice president, Broadway - Hale Stores, Inc. Born and reared in Fresno, Stanford U. graduate. Began career at The Emporium, S.F., in 1920, then became general merchandise manager for B. F. Schlesinger & Sons (Kahn's) in Oakland; then executive with James McCreery & Co., New York; later sales manager of White House in S.F. Joined Hale Bros. in 1946. Is executive of National Retail Dry Goods Association.

JAMES E. O'BRIEN, SECOND VICE PRESIDENT

Pillsbury, Madison & Sutro. Born in Colorado, 1912. Lived in Orient as boy, later graduated from University of California. Secured law degree there in 1935; in same year gained admittance to State Bar of California and joined present law firm. Served during World War II in Air Force, including two and a half years in General Spaatz' Strategic Air Forces overseas. Left with rank of Lt. Colonel. Is a member of the American Bar Association.



JOHN B. WATSON, THIRD VICE PRESIDENT

President, Goodyear Rubber Company. Joined local specialized mechanical rubber goods company in 1928, becoming its vice president in 1931 and a partner in 1933. Elevated to presidency when firm again became a corporation in 1952. Member of Stanford University class of 1928. Served four years with the United States Navy during World War II, leaving the service with rank of commander.



G. L. FOX, GENERAL MANAGER



Born in Stockton, 1899. Attended University of California with major studies in industrial engineering and management. Spent 3 years as working newspaperman and managing editor. Was industrial and traffic director of Parr-Richmond Terminal Corp. and Parr Terminal Co. for 6 years before joining San Francisco Chamber in 1943. Prior to affiliation with Parr, he was manager, industrial department, Stockton Chamber, for 13 years.

MARCO F. HELLMAN, TREASURER



Senior Partner, J. Barth & Company. Born 1906 in San Francisco; graduated from University of California in 1927 and Harvard Business School in 1929. With New York banking firm of Lehman Brothers from 1929 to 1942. Served with Army Air Forces from 1942 to 1946, released with rank of Lt. Colonel. Has been senior partner of J. Barth & Co. since June, 1946. Is regional gov. of Assn. of Stock Exchange Firms, member of Bd. of Governors, S.F. Stock Exchange.

PHILIP L. McCCLURE, ASSISTANT TREASURER

Assistant Controller, American Trust Company. Born in Broderick, Calif., 1919; educated, Sacramento Junior College, 1937, and University of California, 1947. U.S. Army Air Corps, 1942-1945. President of S.F. Junior Chamber of Commerce in 1953, and a director of the San Francisco Symphony Foundation.



MARIE A. HOGAN, SECRETARY

A native of Grass Valley, Calif., she has been with the Chamber for most of her business career. Joined staff in 1924 after having served several years as legal secretary. Became Assistant Secretary in 1928; elected Secretary in 1929. Corporate duties include serving as Secretary to the Board, custodian of Chamber records and assignments directed by General Manager.



K FOR CITY'S PROGRESS IN 1954

1954 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE

WILLARD E. ABEL

Vice President and General Manager, Sir Francis Drake Hotel. Born in Vancouver, Washington; began hotel work as elevator operator after college in Centralia. Served in army during World War II, became major in charge of Santa Barbara Baltimore Hotel for army. Managed several of Western Hotels chain; took over Sir Francis Drake in July, 1947. Is also vice president of Western Hotels in charge of personnel and directs hotel chain's food preparations.



MARCUS J. AURELIUS

Vice President—Sales, Columbia-Geneva Steel Division, United States Steel Corporation. Born in Los Angeles, 1910; graduated from University of Denver, 1931. Started career with Colorado Fuel & Iron Corp., became U.S. Steel salesman with former Carnegie-Illinois Steel Corporation in 1937, in 1946 became vice president—sales, United States Steel Supply Division and on July 1, 1950, appointed to present position.



J. F. BARRETT, JR.

Partner, Barrett Construction Co. Born in San Francisco, 1915; educated at Santa Clara University; served during World War II in United States Navy. Joined the firm of Barrett & Hilt on full-time basis in 1938. President, Castle, Garden Homes, Inc.; Partner, Barrett & Hilt Builders.

CLAY BERNARD

Regional Sales Manager, Western Air Lines, Inc. Born in Wyoming, 1890; educated at Manhattan College, N.Y., and Princeton University. Studied engineering; was in construction business for several years; then steamship business; later was fiscal agent for Pickwick Stages in San Francisco. Later was assistant to general manager, Golden Gate Bridge & Highway District; chairman of Golden Gate International Exposition. Joined Western in 1944.



JOSEPH BRANSTEN

President of M.J.B. Co. Born in San Francisco, 1910; graduated from Lowell High School in 1927 and from Harvard University in 1931. President of the Western Can Company of San Francisco, a director of the San Francisco Chapter of the American National Red Cross and a former director of the Community Chest.



JAMES Q. BRETT

Partner, Coldwell, Banker & Company. Born in Massachusetts, 1908; graduated from West Point in 1930. Served four years in Army, then spent four years in engineering and manufacturing. Joined Coldwell, Banker & Co. as salesman in 1938, became manager of industrial property department in 1940; admitted to partnership in 1952. Director of S.F. Real Estate Board; member of Society of Industrial Realtors and American Society of Mechanical Engineers.



JAMES A. CLARK, JR.

President, J. A. Clark Draying Co., Ltd. Born in San Francisco, 1911; graduated from Stanford University in 1935. Joined firm immediately after graduation elected vice-president in 1937 and became president in 1938. Director of the San Francisco Draymen's Association, and a director of Associated Freight Lines.



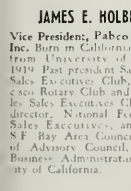
GEORGE C. FORTUNE

Vice President & Dir., Balfour, Guthrie & Co., Ltd. Born in Scotland, educated Glasgow Acad., and in England. Began business career in London; came to S.F. in 1926 to join present firm. Elected director and vice president in 1938 and went to Seattle to take over firm's Puget Sound interests. During World War II, served in U.S. Air Corps, became Major and was awarded Bronze Star. After war, ran his firm's Oregon interests in Portland; returned to head office in S.F. in 1952.



ROBERT H. GERDES

Vice President and General Counsel, Pacific Gas & Electric Co. Born in Oakland, 1904, graduated from University of California in 1926 and its law school in 1928. Entered private law practice in 1928; joined P. G. & E. in 1929 as assistant to general counsel. Resigned in 1935 to join the law firm of Earl, Hall and Gerdes, Richmond, P. G. & E. Co. legal staff in 1944; became general counsel in 1945.



JAMES E. HOLBROOK

Vice President, Pabco Products, Inc. Born in California, graduated from University of California, 1919. Past president San Francisco Sales Executive Club, San Francisco Rotary Club and Los Angeles Sales Executive Club; former director, National Federation of Sales Executives, and director, S.F. Bay Area Council. Member of Advisory Council, School of Business Administration, University of California.



HENRY C. JUDD

Treasurer, Standard Oil Company of California. Born in Oregon, educated at University of Oregon. After five years as investment banker in Portland and three years with the First National Bank, Portland, he joined Standard in 1950 as a Northwest representative of the treasurer's office. He was appointed assistant treasurer of the corporation in 1940 and treasurer in 1942.



GRAHAM KISLINGBURY

Graham Kinslingbury Public Relations. Born in Gates, N.Y., educated at San Mateo Junior College and University of Nevada. Veteran of World War II. Associated with motion picture industry in San Francisco. Is director and secretary of California Theatres Association. Chairman of Motion Picture Industry's United Crusade campaign in 1932-1933, and a director, Central San Francisco Association.



E. W. LITTLEFIELD

Vice President, Utah Construction Co. Born in Ogden, Utah, 1914, graduated Stanford University, 1936, and Stanford Graduate School of Business, 1938. Phi Beta Kappa. Active in U.S. Naval Reserve during World War II, and special assistant to Deputy Petroleum Administrator during war. Formerly associated with Standard Oil Company of California and Golden State Company, Ltd.



DANIEL J. MCGANNEY

Vice President, Southern Pacific Company. Born in Yuba County, California, educated at Sacred Heart College, San Francisco. Entire business career has been with Southern Pacific. Held numerous positions in freight traffic department, became vice president in 1952. Is also president of North-western Pacific Railroad Co., Portland and Sacto & River Railroad Co., and San Diego & Arizona Eastern Railway Co.



THOS. J. MELLON

Vice President and general sales manager, Wenig Electric Heater Co. Born in San Francisco, 1907. Graduated from Univ. of San Francisco and USF Law School. Joined Wenig in 1926, was salesman, then manager of Pacific Northwest branch in Seattle (1932-42). Was vice chairman of Calif. delegation to 1952 Republican Convention. Vice president, S.F. Employers Council, a director of Federal Employees, and member, State Bd. of Education.

NEW DIRECTORS TAKE LEADERSHIP

1954 DIRECTORS, SAN FRANCISCO CHAMBER OF COMMERCE (Concluded)

J. G. MOTHERAL

Vice President and San Francisco manager, Batten, Barton, Durstine & Osborn, Inc. Born in Hanford, Calif., 1916; graduate of Stanford University and Harvard School of Business Intelligence and Public Relations Office, U.S. Army Air Force, 1942-1945. Past president, Menlo School Council, and a director of the San Francisco Advertising Club and S.F. County Branch of the American Cancer Society.



LOUIS W. NIGGEMAN

Vice President, Fireman's Fund Insurance Company. Born in New York City; educated at University of New Hampshire, New York University. Attended Stanford University School of Business Executive Development Program, 1952. Served as Director of Insurance of the War Shipping Administration, and as Special Consultant to the Director General, United Nations Relief and Rehabilitation Administration.



LAURENCE M. ODELL

Vice President, W. R. Grace & Co. Attended University of Wisconsin. President, Grace & Co. (Pacific Coast); chairman of the board, Foster and Kleiser Company; vice president, Grace Line, Inc.; president, Grace Products, Naco Fertilizer Company (California), vice president and director, Grace & Co., Central American; chairman of the board, Pacific State Oil Company.



J. HOWARD PATRICK

President, Patrick Co. Born in San Francisco, 1905; graduated from University of California in 1928. Entered stationery business immediately on graduation. Former national director, Marking Device Association; past president, Northern California Stationers Association; president, San Francisco Sales Executives Association; president, Retail Merchants Association.



JOHN H. SOMBOWER

Assistant to the Vice President, Shell Oil Company. Born in Urantown, Pa., 1909. Attended Washington and Jefferson College, Pa., and graduated, University of North Carolina School of Law, 1932. Practiced law and joined Shell in 1938. Served in U.S. Navy, 1942-1946. Manager of public relations for Shell Oil Company's West Coast operations.



RANDOLPH SEVIER

President, Matson Navigation Co. Born in Eureka, California, 1897. Educated at University of California, Davis and Berkeley. Joined Matson in 1923; after three years became vice president, general manager and director for Hawaiian Transportation Co. From 1930 to 1948 was vice president and director for Castle & Cooke, Ltd., Honolulu. Rejoined Matson in 1948 as executive vice president; became president in 1950.



JOHN L. SIMPSON

Chairman, Finance Committee, Bechtel Corporation. Born in Woodland, Calif., 1891. Graduated from University of California, 1913; admitted to California Bar, 1914. Former executive vice president and a director of J. Henry Schroder Banking Corporation, New York City. Served with various European relief organizations during World War I and with State Department Mission to Italy in World War II.



J. F. SULLIVAN, JR.

President, Crocker First National Bank of San Francisco. Born in San Francisco; started banking career in 1919. President of San Francisco Clearing House Association; past president of California Bankers Association and San Francisco Public Commission. Past state president for Northern California of the Navy League of the United States.



LES VOGEL, JR.

President, Les Vogel Chevrolet Company. Born in San Francisco, 1919; educated at Marin Jr. College, San Francisco Jr. College and the Post-Graduate School of Modern Merchandising and Management for Chevrolet Dealers' Sons. In 1937 he became actively engaged in co-management of the Vogel firm with his father, the late Les Vogel. Served with United States Army during World War II. President, Les Vogel & Leasing Company.



JOHN I. WITTER

Partner, Dean Witter & Co. Born in Berkeley, 1902; graduated from University of California, 1924. Joined Dean Witter & Co. in 1925 and became partner in 1929. Former governor and vice president of Association of New York Stock Exchange Firms.

President's Message—

(Continued from Page 1)

San Francisco and the communities served by San Francisco. The range of these problems is very great indeed. They include the ever-present problems of transportation and parking which are the continuing concern of every growing city. They also include a lively interest in world trade developments which are of such great importance to the long-established export and import trade of our great port of San Francisco. Between these extremes is a host of problems which have the continuing attention of the Committees on Agriculture, Industry, Public Affairs, Retail Merchants and other groups and Departments of the Chamber.

The cooperation and suggestions of Chamber members and all others interested, looking toward the solution of problems of concern to the San Francisco business community, will be sincerely welcomed at all times.

James Baker Elected—

(Continued from Page 1)

deputy director of the first FEA mission to survey the Philippines after the war, and then returned to enter business in San Francisco.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Replish S. Class, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

FULL SPEED AHEAD!

Fifty-Four Business Leaders Appointed To Head Up Chamber's '54 Committees, Sections

Fifty-four prominent San Franciscans, leaders in their fields, have been appointed by Chamber President Jesse W. Tapp to serve as chairmen and vice-chairmen of the Chamber's Committees and Sections and thus put into action the organization's 1954 Program for Progress.

Grouped by Departments through which they are staffed, the Committees and Sections with their respective Chairmen and Vice-Chairmen are as follows:

(NOTE: Sections — which are sub-groups of Committees — are indicated by (S), all not so marked are Committees.)

ADMINISTRATIVE

Executive	Jesse W. Tapp
Finance	Marco F. Hellman
Arts and Music	W. G. Merchant
Shipbuilding	W. P. Fuller, III

AGRICULTURAL

Agricultural	J. W. Mailliard, III
Produce Market Site (S)	Ray B. Wisner
Range Reclamation (S)	Thor W. Christensen
Livestock Expositions (S)	Carl L. Garrison

CIVIC DEVELOPMENT

Civic Development	Alan K. Browne
Fire Safety (S)	Willard E. Abel
Vice Chairman	John J. Conlon
Mass Transit (S)	Alan K. Browne
Traffic and Highway (S)	Leonard S. Mosias

DOMESTIC TRADE

Domestic Trade	James E. Holbrook
Alaskan Affairs (S)	Harry R. Smith
Hawaiian Affairs (S)	George F. Hansen
Inter-City (S)	Stanton R. Haight
Great Golden Fleet	Dan E. London

INDUSTRIAL

Industrial Advisory	H. Harrison Fuller
Industrial Development	James Q. Brett
Manufacturers	John B. Watson
Vice Chairman	M. J. Aurelius
Chemical Industries (S)	M. H. Scott
Vice Chairman	T. B. Gibson
Electrical Industries (S) (To be announced)	
Mining	Phil R. Bradley, Jr.
Special Projects	Glen Ireland
Vice Chairman	S. C. Allin
Building Code (S)	Henry J. Degenkolb

MEMBERSHIP RELATIONS

Membership	Thos. J. Mellon
Port Promotion	Paul A. Bissinger
Vice Chairman	Hugh Gallagher

PUBLIC AFFAIRS

Public Affairs	Robert H. Gerdes
Armed Forces (S)	J. G. Mothermal
Aviation (S)	Clay Bernard
Legislative and	
National Affairs (S)	Vincent Cullinan
Public Health (S)	J. F. Hughes
Tax (S)	Henry C. Judd
Vice Chairman	F. B. Magruder

PUBLICITY

Publicity	J. G. Mothermal
Vice Chairman	Graham Kislisbury

RESEARCH

Research	Chas. S. Hobbs
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(Continued on Page 4, Column 1)

Bradford, McCormick To Address Chamber At 2 Upcoming Events

Ralph Bradford, International Vice President of the Chamber of Commerce of the United States, and Dr. Edward J. McCormick, President of the American Medical



RALPH BRADFORD



DR. MCCORMICK

Association, will address Chamber members at two different luncheon meetings in the ensuing week.

Bradford will speak this noon at a luncheon in the Fairmont Hotel co-sponsored by the Chamber and World Trade Association. His subject: "Curtains — Iron and Otherwise."

Next Wednesday, January 27, Dr. McCormick will speak on "The Public Be Served" at a luncheon jointly sponsored by the Chamber and San Francisco Medical Society — also at the Fairmont Hotel.

Bradford, one of the nation's outstanding spokesmen for business, spent part of last summer in Europe where he observed conditions in countries within the shadow of the iron curtain.

Dr. McCormick of Toledo, Ohio, 197th president of the AMA, is a vigorous spokesman for the medical profession and has a message of importance for every business and professional man, according to the Chamber's Public Health Section.

Overseas Representatives

The World Trade Association's list of Foreign Government Representatives in San Francisco has been revised and is now available at the Chamber, EXbrook 2-4511, Ext. 46. Only one of its kind published in the area, the list contains both government and commercial representatives in San Francisco, foreign Chambers of Commerce and foreign air mail postal rates.

Chamber Action

Highlights of the Past Two Weeks:

1. Appointed new Committee and Section Chairmen to execute 1954 Program for Progress (Page 1).
2. Published three new reference lists as aids to business (Pages 1 and 3).
3. Co-sponsored Printing Week (Page 3).
4. Scheduled two civic luncheons (Page 1).
5. Donated law books to U.C. (Page 1).
6. Planned civic event for Netherlands Official (Page 1).

Meyer Chosen President Of Second Century Club

A. C. Meyer has been elected 1954 president of the Chamber's Second Century Club, which helps maintain Chamber membership at levels commensurate with its work program and goals. Meyer is assistant vice president-executive assistant of the Bank of America N.T. & S.A.

Vice Presidents of the Club for 1954 are Edmund T. Collins, Pacific Telephone and Telegraph Company, and Harry S. Regnart, Oregon Pulp and Paper Company.

The organization plans during the coming year to make personal calls on new members to acquaint them with the services and program of the Chamber. The Club will also sponsor assimilation meetings to give new members an opportunity to meet the officers and staff of the Chamber.

Netherlands Official To Speak at World Trade Meet

A. B. Speekenbrink, ambassador extraordinary and minister plenipotentiary in charge of economic affairs, The Netherlands Embassy, Washington, D.C., will be guest of honor at a luncheon of the Chamber's World Trade Association Wednesday noon, February 3, at the Fairmont Hotel. He is scheduled to speak on the "Netherlands as an International Financial Center."

At the first 1954 meeting of the World Trade Association, held recently, James S. Baker, new WTA president, declared that action will be taken by the organization this year to simplify or eliminate world-wide regulations stifling foreign trade.

Jesse W. Tapp, Chamber president and a member of President Eisenhower's Commission on Foreign Economic Policy, urged WTA members to read the full "Randall Commission" report when it is released, and to make their views known in the "great debate" sure to develop in the next few months on foreign economic policy.

Law Book Donation To U.C.

The Chamber has donated 120 volumes on transportation law, regulation of public utilities and similar subjects to the University of California School of Law library.

CHAMBER ACTION HIGHLIGHTS OF 1953

A Brief Factual Summary of the Most Important San Francisco Chamber of Commerce Actions of Last Year as Reported in Issues of the 1953 Official Bulletin, Bay Region Business

*Presented as an Aid to Your Evaluation of the Chamber's Continuing Work
Program Which is Aimed at Strengthening San Francisco, the Bay Region — and Your Business*

January—

LEGISLATIVE: Established liaison with the 1953 California State Legislature for the purpose of maintaining close contact with all activity in the capital in behalf of San Francisco's interests.

SALES: Sponsored meeting for 100 manufacturers with Air Force purchasing agents to stimulate local sales to military.

FREEWAYS: Asked California Highway Commission to approve proposed route of Embarcadero Freeway, to speed work.

LITERATURE: As special aids to local business, published "Guide to Business Permits and Licenses in San Francisco," "Bibliography on Government Purchasing," and two separate directories of Elected Representatives.

February—

ECONOMIC MOBILIZATION: Sponsored two-week Field Economic Mobilization Course for economic-military preparedness by Bay Region businessmen.

REDEVELOPMENT: Strongly urged development of south-of-Market Street area for needed industrial and commercial usage.

TIDELANDS: Pressed for unequivocal renunciation of claim by the U.S. government to San Francisco's waterfront, airport and other "tideland" areas.

March—

SELLING THE CITY: Prepared and published thousands of copies of a promotional pamphlet, "Meet San Francisco Today!" Secured cooperation of 1500 local salesmen in "selling the city" outside this area.

PORT PROMOTION: Urged support of legislative bills giving Port of San Francisco five times more money for advertising and soliciting traffic.

RETAIL BUSINESS: Held general membership meeting of Retail Merchants Association to expose and attack current retailing problems.

TAXATION: Sponsored Federal Tax Conference to enlighten businessmen on taxation and methods of reducing the burden.

SALES TO MILITARY: Held meeting with business specialists of 22 military purchasing agencies, to let local wholesalers and manufacturers become acquainted with military purchasing program.

April—

TAXATION: Opposed any new State taxes or increase in present tax rates and recommended budget be kept within bounds of existing revenue structure.

EDUCATION: Sponsored Third annual Education-Business Day to promote further understanding between businessmen and teachers.

TRADE DEVELOPMENT: Made goodwill trade visit to Lodi, to further San Francisco's wholesale sales to that area.

MANUFACTURING: Made study of air craft sub-contracting potentialities for Bay Region firms and made specific recommendations to them for new business.

SHIPPING: Entertained 500 cotton shippers from every cotton-producing state in

nation, to "sell" the Port of San Francisco as their shipping point.

MINING: Sponsored Congressional hearing in San Francisco to air western mining problems and seek certain relief aimed at stimulating the industry here.

AGRICULTURE: Held annual Agriculture-Business Conference, bringing together hundreds of businessmen and farmers for discussion of mutual projects and problems.

FEPIC: Won fight against unsound Fair Employment Practices legislation with defeat of "AB-900" and "AB-917."

SALES TO NAVY: Cooperated in special exhibit by Navy Ordnance Bureau showing items needed from S.F. manufacturers.

May—

CHEMICAL INDUSTRY: Started series of studies aimed at presenting a clear picture of the Western potential to selected basic industries: completed reports on Pharmaceuticals and Packaging.

GOVERNMENT PURCHASING: Influenced final establishment here of all General Services Administration purchasing concerned with its warehouse stock replenishment program—an additional \$250,000 a month for local suppliers. Sponsored meeting with GSA to encourage transactions.

WORLD TRADE: Released strong and vigorous statement of Chamber's basic policies to foster greater exchange of products among nations. Sponsored World Trade Week to focus attention on importance of world commerce to San Francisco.

June—

TOURIST ATTRACTION: Made exhaustive study of relocation possibilities for giant California relief map in Ferry Building; made specific recommendations.

LEGISLATIVE: Studied, and analyzed for Chamber membership, action by State Legislature during 1953 Regular Session.

WORLD TRADE: Sponsored sixth annual World Trade Fair, to bring foreign products buyers and sellers together.

July—

FOREST FIRE PREVENTION: Took leadership in a local drive to prevent needless destruction by fire of northern California's valued timberland.

PUBLICIZING THE CITY: Prepared and distributed special brochure on S.F. to 25,000 Boy Scouts visiting the city.

WATER PROBLEMS: Made study and urged Water Project Authority to broaden its study of Bay barriers to provide feasible solution to area's water problems.

TRANSIT: Made study and proposed in detail to Board of Supervisors a suggested outline for establishment of a Transit Authority.

August—

TRAFFIC: Made report showing definite progress in solution of traffic problems by Chamber and other members of Traffic Conference.

HIGHWAYS: Presented to State Highway Commission a plan and request for con-

struction of needed highways in S.F. totaling \$44,100,000.

TRADE RELATIONS: Hosted 165 business and agricultural leaders of San Joaquin Valley in "Valley Days in S.F." event designed to promote trade relations.

September—

RANGE RECLAMATION: Completed production with U.C. of color-sound motion picture showing need for reclaiming brush lands for productive enterprises.

BRIDGE: Gave strong support to city officials in efforts to obtain a second Bay crossing.

SHIPBUILDING: Reiterated strong policy to bring about change in U.S. Navy shipbuilding policies aimed at getting more work in local shipyards.

October—

FREEWAY: Sponsored ceremonies opening two miles of Bayshore Freeway between Army and Bryant Streets.

LIVESTOCK: Held annual study and named "Livestock Man of Year" as goodwill act between S.F. and livestock areas; sponsored "Chamber Night" at Grand National Livestock Exposition.

DOMESTIC TRADE: Took trade development tour of Hawaiian Islands to build increased trade for S.F. firms.

MINING: Met with L.A. mining officials for purpose of stimulating mining industry in all of California.

BALLOT: Carefully studied and analyzed for Chamber membership all municipal ballot measures; made specific recommendations to electorate.

November—

RETAIL SELLING: Co-sponsored concentrated course on retail selling for benefit of local merchants.

TRAFFIC: Launched traffic education program designed to reduce traffic violations.

EDUCATION: Sponsored fourth annual Business-Education Day to promote closer cooperation between businessmen and educators toward San Francisco's progress.

SERVICE: Established new Library of City Directories for membership use.

TRANSPORTATION: Prepared briefs and arguments for Interstate Commerce Commission aimed at more competitive rail rates for S.F. firms.

December—

RELIEF MAP: Brought about agreement between Board of State Harbor Commissioners and City for giant California relief map to remain in Ferry Building.

AIRPORT: Started an aggressive program to improve competitive position of S.F. Airport and retain international traffic.

PUBLICATIONS: Analyzed and presented in list form all 144 Chamber publications and made available to membership.

WATER PROJECTS: Made study and asked California Water Projects Authority for sound and complete water resources development plan for the Bay Region.

Chinatown Plans Big New Year Observance

San Francisco's Chinatown leaders are planning the largest and most colorful observance of the Chinese New Year in the community's history, February 5-7.

Gala festivities will open Friday, February 5, with the colorful Dragon Parade along Grant Avenue, lion dancers, Chinese music and exploding firecrackers.

But, according to Henry Lem, general chairman of the big event, there are new, serious purposes behind the celebration:

1. to show Orientals behind the Iron Curtain that free and happy lives are possible for Chinese in America; 2. to impress on San Franciscans that the Chinese people wish to be "better known as an integral part of the city;" to bring about closer relationships; 3. to publicize San Francisco "to the entire world."

The San Francisco Chamber is cooperating closely with Chinatown officials in the celebration aimed at eventually approximating the New Orleans Mardi Gras.

San Francisco's businessmen are invited to witness at least part of the three-day celebration.

Printing, Second Largest S.F. Industry, Saluted

The Chamber is co-sponsoring the local observance this week by San Francisco graphic arts craftsmen—who make up the city's second largest industry—of International Printing Week. The celebration opened Sunday with memorial ceremonies at the statue of Benjamin Franklin in Washington Square.

Harold L. Zellerbach, president of the Zellerbach Paper Co., was the principal speaker at the annual Printing Week banquet at the Fairmont Hotel Thursday evening attended by some 500 leaders in the graphic arts industry. Honorary chairman of the local celebration is Norman T. Power, production manager of Stetcher-Traung Lithograph Corporation.

Other sponsors of Printing Week are the Junior Chamber, San Francisco Advertising Club, California Newspaper Publishers Association, Press and Union League Club, Allied Printing Trades Council and the International Association of Printing House Craftsmen.

WHAT'S GOING ON

In Committee Meetings

TAX SECTION January 26, Room 200, Chamber, 12 noon.

Agenda: Discussion of anticipated 1954-55 fiscal picture and recommended Chamber policy for action at the budget session.

AVIATION SECTION January 29, Colonial Manor, 12 noon.

Agenda: Discussion of airport dedication project and local time markets, locating towns, airports, etc. from the airport.

TRAFFIC & HIGHWAY SECTION February 3, Room 200, Chamber, 10:30 a.m.

Agenda: Discussion of Supervisor Lewis' "no parking in downtown area" ordinance.

Trade Shows Coming Up

January 31—February 3, Western China and Glass, Gift, Jewelry, Toy, Houseware and Stationery Show, 250 to 300 exhibitors.

February 7-11, Western Linen and Domestic Show, 200 to 350 exhibitors.

February 8-12, Western Winter Market, 500 to 600 exhibitors.

March 5-15, San Francisco National Sports and Boat Show, 125 to 150 exhibitors.

April 26-28, California State Dental Association, 400 to 450 exhibitors.

June 30-25, American Medical Association, 400 to 500 exhibitors.

Military Buying Agencies In No. California Listed

As an aid to Chamber members, especially those of small business size, a list of the Small Business Specialists of military purchasing agencies in northern California has been compiled by the Chamber's Domestic Trade Committee.

"As our economy adjusts, contacts with military agencies can mean a great deal to the small business firm that has extra manufacturing capacity or ample stocks," said James E. Holbrook, Committee Chairman. "Because of the competitive situation, it is important for the small businessman to know exactly whom to contact regarding government purchases."

The list of specialists may be obtained from the Chamber's Domestic Trade Department (telephone EXbrook 2-4511, Ext. 63).

Chamber Lists Post Office Closing Times

In an effort to improve mail delivery service from outlying districts into San Francisco, the Chamber's Domestic Trade Committee, under the leadership of Henry Hofmann, superintendent of Baker-Hamilton Company, has prepared a list of main post office closing times in selected cities in California, Southern Oregon, Reno and Carson City, Nevada, and Yuma, Arizona.

Investigations have revealed, Hofmann reports, that part of the problem of delayed receipt of mail in San Francisco is due to letters being deposited after final closing times, resulting in considerable delay until the next direct service into San Francisco.

Sales managers can use the new Chamber publication to inform their salesmen of the times to post mail in order to assure delivery the next morning in San Francisco, Hofmann said. Copies of the list are available from the Chamber's Domestic Trade Department.

American Airlines Starts New East-West Schedule

American Airlines gave a three-hour preview to San Francisco Chamber officials last week of what it's like to travel on its new Douglas DC-7 60 passenger luxury planes which have inaugurated a new fast flight schedule between San Francisco and New York.

Approximately forty Chamber Officers, Directors and Committeemen were flown in one of American's huge airplanes across the Sierras to Death Valley, south over the mountain tops to Los Angeles and back to San Francisco via the coast. Prior to the flight, the Chamber group heard a brief address on the new service by M. G. Beard, chief engineer of American Airlines.

The new planes which started the San Francisco-New York run Sunday are credited with furnishing the fastest scheduled flight between the two cities. Each of the four-engined aircraft cruises at 360 mph, has a takeoff weight of 122,000 pounds, and a 13,980-pound cargo capacity in addition to accommodations for 60 passengers.

Named "Golden Gate," the planes will make the east-west trip in a little over eight hours, with one stop at Tulsa.

Business Tips Bulletin Called Valuable Service

BUSINESS TIPS, a bulletin issued by the Chamber's Domestic Trade Department, "is a unique service to Chamber members interested in expanding their lines of merchandise so they can better serve their customers," James E. Holbrook, Chairman of the Domestic Trade Committee, reported following a recent survey.

Some 78 per cent of the Chamber members responding to the survey indicated they found helpful information under one or more of the monthly bulletin headings—representatives wanted, agents seeking lines, business opportunities or government contract offers.

"In addition," Holbrook reported, "hundreds of letters received from businessmen who have obtained results through the bulletin attest to the fact that it is a concrete service of the Chamber that brings buyer and seller together. It admirably serves the Chamber Domestic Trade Committee's objective of promoting San Francisco as a market place."

The Business Tips bulletin is a new service instituted by the Chamber last year as a business building activity. Members desiring to receive the bulletin should call the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 56.

Change in Local Commerce Department Organization

A change in designation and functions of the U.S. Department of Commerce office in San Francisco has been announced by John J. Judge, veteran Federal official and manager of the San Francisco field office of the Business and Defense Services Administration, as it is now known.

The new organization replaces the Bureau of Foreign and Domestic Commerce and the National Production Authority, Judge said, and is responsible for Department of Commerce functions in northern California and the Hawaiian Islands. Judge is a member of the Chamber's World Trade Committee.

Under the new plan, regional and district offices have been eliminated and managers of 33 field offices will report directly to Washington, Judge said.

Health Dept. Courses For Food Handlers

Special evening courses for food handlers and bartenders described by the Chamber's Public Health Section as a major contribution to the health protection of the general public, are being offered this year by the San Francisco Department of Public Health.

The courses, consisting of three sessions, are presented for bartenders on the first three Monday evenings of each month and for food handlers on the first three Wednesday evenings of each month in Room 300, Health Center Building, 101 Grove Street. Each course includes five educational films and a "black light" demonstration of bacteria growth and methods of killing germs.

The Chamber's Retail Merchants Association is urging members in businesses handling food or drinks to attend the courses along with their employees. When the management and personnel of an establishment have completed the course, a gold seal certificate, suitable for framing and display, is presented by the Department of Public Health.

Hitting the High Spots

With Walt Brown

FOREIGN TRADE VOLUME through the Port of SF last yr. rose $\frac{1}{2}$ per cent over 1952, according to the Bd. of State Harbor Commissioners, with a total of 2,738,700 tons registered. Foreign exports were up some 30,000 tons over '52—an exception in the downward nat'l trend... **THE CHAMBER** is cooperating as always in the promotion of SF products at the annual Western China, Glass, Jewelry, Toys, Stationery, Housewares and Giftware Show at the Mdse. Mart, slated for Jan. 31-Feb. 3... **DR. RODNEY R. BEARD**, member of the Chamber's Public Health Section (Chairman in 1953) was among those appointed to the city's new Health Advisory Bd.... **A SF "FIRST"**: When "Leonard Sillman's New Faces of 1952" returns to the Curran Jan. 26, it will be the first time in our history, they say, that a musical revue has returned because the demand far exceeded the number of tickets available for its first engagement... **PAN AMERICAN WORLD AIRWAYS** has honored Chamber Gen. Mgr. G. L. Fox and World Trade Dept. Mgr. Alvin C. Eichholz with memberships in its famous "Clipper Club" for: "having made valuable contributions to the advancement of public acceptance of air transportation."... **WILLIAM A. MARKS**, formerly with Columbia Steel, has become vice pres. in charge of sales for Daylight Ceiling Co., Mfr.... **DUDLEY ANDERSON AND YUTZY**, N. Y. public relations firm of international reputation, has opened a Pac. Coast office in San Francisco's Russ Bldg., with Herbert O. Nelson, formerly SF mgr. of Ruthrauff & Ryan, Inc., as mgr. of the new branch... **UNIVERSAL CARLOADING & DISTRIBUTING CO.**, on Jan. 18 inaugurated daily service from SF Bay points to Dallas, Fort Worth, San Antonio and Houston, Texas: 4-day deliveries... **ARTHUR D. LITTLE, INC.**, private research and consulting firm in all fields of applied sciences, will soon open a western regional office in SF with Christian J. Matthew in charge.

Engineering Meet Slated

The sixth annual Industrial Engineering Institute of the University of California will be presented at Berkeley January 29 and 30, according to H. Harrison Fuller, Chairman of the Chamber's Industrial Advisory Committee.

The fundamentals and recent practical applications in the field of industrial engineering and management and the results of research will be presented at the Institute. The annual conferences have become an outstanding contribution to industrial engineering on the West Coast. Further information may be obtained from the Department of Conferences, University of California, Berkeley.

Committee Heads Named—

(Continued from page 1)

SPECIAL EVENTS

Business-Education Day — John A. Remick
Vice Chairman — Herbert Chisholm
"Keep Green" — Wm. J. Losh

TRANSPORTATION

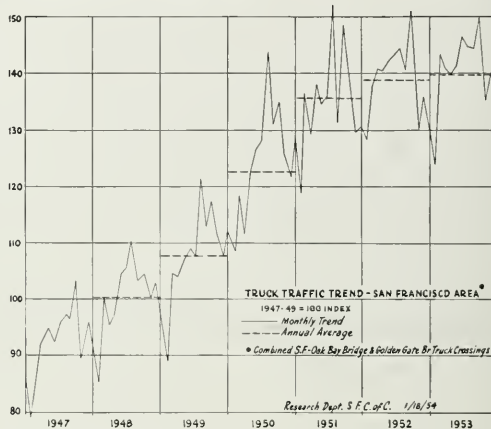
Transportation — Daniel J. McGanney
Vice Chairman: James A. Clark, Jr., and
H. M. Daschbach

WORLD TRADE

World Trade — Rene A. May
Vice Chairman — George C. Fortune
Appeals — Harry L. Evans
Arbitration — C. H. Kroll
Foreign Trade Zone — Ray C. Robinson, Sr.
School of World Business and Technical Advisory — Olaf C. Hansen
1954 World Trade Week — George E. Talmage

S.F. TRUCK TRAFFIC TREND

San Francisco Chambergraph* No. 3



BRIDGE CROSSINGS SHOW BIG TRAFFIC RISE

One important index to San Francisco's commercial and industrial growth of recent years is the volume of truck traffic in the area as registered by bridge crossings.

Each year since 1947 such traffic has surpassed the previous year's record.

The highest of all was reached last year when truck traffic in the San Francisco area averaged 39.9 per cent above the 1947-49 period.

Based on Bay Bridge and Golden Gate Bridge truck crossings, according to a recent study by the San Francisco Chamber's Research Department, the actual year-to-year gains since 1947 have been:

1948 over 1947 — 8.3 per cent; 1949 over 1948 — 7.2 per cent; 1950 over 1949 — 13.9 per cent; 1951 over 1950 — 10.9 per cent; 1952 over 1951 — 2.4 per cent; and 1953 over 1952 — 0.9 per cent.

This growth in a highly significant phase of the area's economic activity is shown graphically in the chart reproduced above which shows the continual rise since 1947.

* A regular feature . . . Ask the Chamber for reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

U.S. STEEL OFFICIALS TO VISIT S.F.

Benjamin F. Fairless, chairman of the board of United States Steel Corporation, and David J. McDonald, president of the United Steelworkers of America, will visit U. S. Steel plants in the Bay Area Thursday, February 4, under a plan designed to reach a better management-union understanding.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Glass, Jr., Asst. Editor

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CHAMBER, CITY SALUTE NEW AIR LINK: In recognition of Japan Air Lines' (JAL) new San Francisco-Tokyo service scheduled to begin today, Chamber and City officials gathered last Saturday at a colorful Fairmont Hotel luncheon honoring executives of the airline and other Japanese officials visiting San Francisco on a goodwill mission. Shown in the picture above are (left to right) Yoshito Kojima, JAL vice president; Sozaburo Chigira, president, Mitsubishi Bank; Ichiro Ishikawa, president, Federation of Economic Organizations; Seiji Yanagita, JAL president; Mayor Elmer E. Robinson; and Jesse W. Tapp, San Francisco Chamber President.

Leaving this morning on JAL's inaugural guest flight to Tokyo is a group of United States businessmen including John B. Wat-

son, the Chamber's Third Vice President, and Mrs. Watson. The flight leaves at approximately 11 a.m. and goes by way of Honolulu and Wake Island. Watson and the others will make a week's tour of Japan as guests of JAL.

Inauguration of the new trans-Pacific service was heralded last week by the arrival in San Francisco of the Japanese goodwill mission led by JAL President Yanagita. The delegation was hosted at a round of civic events, climaxed by the Saturday luncheon which was jointly sponsored by the Chamber and the City. President Tapp presided and referred to the projected service as a landmark in international aviation history. The flights will be twice weekly on DC-6B's manned by American flight crews and Japanese stewardesses.

Chamber Aids Firm in New Motion Picture on City

The Chamber through its Publicity Department is cooperating with Union Pacific Railroad Co. cameramen now engaged in shooting colored motion picture scenes of San Francisco which will be included in a travel promotion film on California. The motion picture will be distributed throughout the United States.

The Chamber has furnished background material on San Francisco's history, economy, tourist attractions, homes, and the city's "way of living." Veteran Union Pacific Cameramen Vincent Hunter and Jack Patterson will spend the next few weeks filming the local scenes.

PRINTING DIRECTORY REVISED

Directory No. 7 on Printing, Paper and Allied Products has been completely revised by the Chamber's Domestic Trade Department and may be obtained by calling EX-brook 2-4511, Ext. 56.

One of 10 separate directories of manufacturers, Directory No. 7 contains 14 per cent more categories and 38 per cent more listings of firms than did the previous directory.

Public Officials Roster Offers Valuable Guide

"Know your elected representatives; get them to know you!" emphasized Public Affairs Committee Chairman Robert H. Gerdes this week in announcing the availability of the Chamber's 1954 Roster of Public Officials (see supplement).

Gerdes said the four-page Roster was compiled and made available by the Chamber as a public service designed to:

1. provide members and others with instant reference to public officials' names, offices, and addresses; and
2. encourage greater awareness of elected representatives and their responsibilities to the public, and the value of maintaining closer relationships.

Included in the Roster, Gerdes said, are all Congressional representatives of California, all State legislative representatives, major State officers and all San Francisco City and County officers.

Requests for reprints should be directed to the Chamber's Research Department, EX-brook 2-4511, Local 13, 14.

Chamber Intervenes in Denver Service Case Involving 6 Airlines

The San Francisco Chamber has filed with the Civil Aeronautics Board a petition for leave to intervene in a hearing which includes six applications for new routes or extensions of existing routes in which direct service to and from San Francisco is proposed.

Chamber President Jesse W. Tapp said the applications of six airlines—American, Continental, North American, Trans World, United and Western—for new or additional East-West routes from and to San Francisco have been included in CAB docket No. 1841, generally called the "Service to Denver Case."

San Francisco ranks among the leading traffic centers of the nation, the Chamber petition states. Its citizens, including Chamber members, have a heavy investment in its modern and expanding airport facilities. The Chamber has a direct interest in the development of air commerce commensurate with the importance of the community and its expanding economy, concerning which it desires to introduce evidence.

Philippine Trade Mission To Be Hosted By Chamber

A series of conferences, plant tours, a reception and luncheon are being planned by the Chamber and World Trade Association for the first Philippines Trade and Goodwill Mission to the United States in San Francisco, February 17-22. WTA President James S. Baker has announced.

The Mission is composed of Philippine businessmen, industrialists and government officials. Their purpose is to expand the U.S. market for Philippine products and increase the flow of American capital investments into the Philippines, where the inauguration of President Magsaysay has brightened business prospects.

The Chamber and WTA will sponsor a reception and luncheon for the Mission Wednesday noon, February 17, in the Nob Hill Room of the Fairmont Hotel.

Chamber Action

Highlights of the Past Two Weeks:

1. Filed petition aimed at furthering air commerce involving S.F. (P.1)
2. Aided in production of new S.F. motion picture (P. 1)
3. Planned welcome for trade mission (P.1)
4. Produced revised manufacturers directory (P. 1)
5. Summarized business and economic advances for 1953 (Pages 2-5)
6. Produced Roster of Officials (insert)
7. Prepared 1954 Tax Calendar (P. 4)
8. Aided in promotion of S.F. Symphony (P.4)

General Business Activity-1953

1953 BUSINESS ACTIVITY TREND

Business activity in San Francisco in 1953 established a new annual high that topped the previous year by 1.5 per cent. Nearly every major division of the economy shared in the modest gains including construction, real estate transactions, trade, manufacturing, employment, financial transactions, trade, manufacturing, employment, financial transactions, utilities, ship arrivals, truck movements and airport and bridge traffic.

The pattern of general business activity in San Francisco during 1953 resembled approximately that of the previous year with these exceptions: the strong months were March, April, May and November, while dips occurred in October and December. The San Francisco Chamber Business Activity Index for December attained 154.6. The 12 months averaged 127.8.

EMPLOYMENT

Estimated civilian employment in the 6-County metropolitan area averaged 1,027,645 persons during 1953 — an increase of 1.1%. Of this total, the manufacturing group averaged 217,000 — a gain of 2.6%; service, 206,218 — up 0.8%; retail trade, 171,655 — up 1%; transportation, communications and utilities, 116,154 — up 3.1%; wholesale trade, 71,700 — up 1.3%; finance, insurance and real estate, 64,827 — up 1.7%; and agriculture, 20,209 — up 7.1%. Construction averaged 66,645 and was off 0.4%; government, with 89,973 was down 4.6%, while "miscellaneous" averaged 2,309 — down 2.4%. The State Department of Employment estimated December employment at 1,026,800 or 1.6% under last year.

TRADE

The 1953 department store retail sales in the 6-County metropolitan area, (also in northern and southern California) and in the 12th Federal District, all tied the record level of the year previous, according to the Federal Reserve Bank of San Francisco. But total taxable retail sales of licensed retail outlets in San Francisco, reported by the State Board of Equalization during the first three quarters of 1953, were piling up new all-time records and were \$24 million or 4.7% ahead of last year.

In the wholesale field, sales of Pacific Coast Merchant Wholesalers kept

pace with the United States trend during the first 11 months, with an increase of 3% over the like period last year. Food, jewelry, industrial supplies and machinery equipment lines were under a year ago but all other lines showed modest gains.

CONSTRUCTION, REAL ESTATE

San Francisco building permits value for 1953 was exceeded only in post-war years 1948, 1949, and 1950 and amounted to \$61,493,238, representing an increase of 34.9% over 1952. New residential permits accounted for \$21,500,000 of this amount and was up 30%, while new non-residential amounting to \$24 million was up 61%. Additions, alterations and repairs aggregating \$16 million showed an increase of 7%. Newly constructed single-family dwelling units connected with utilities in the Bay Area divisions of PG & E were estimated at 29,000 for 1953, compared to 27,900 in 1952. The 1954 total was estimated at 32,452; of this, the San Francisco-San Jose divisions were expected to account for about 15,700 units, the East Bay, 11,050 and North Bay, 5,700. In addition to the single-family units, Bay Area divisions were expected to account for nearly 4,500 multi-family units, of which 3,172 are estimated for Peninsula divisions. San Francisco real estate deeds recorded amounted to 18,363 and were 1.1% above 1952. Mortgages and deeds of trust numbered 117,063 and amounted to \$164,090,118 — increases of 5.4% and 15.8% respectively.

FINANCE

Bay Area bank debits to demand accounts, exclusive of U. S. Government accounts, during 1953 amounted to \$47,319,547,000 — an increase of 0.7%. San Francisco accounted for \$37,647,442,000 of the total and a \$700 million gain over last year. San Francisco Stock Exchange transactions during 1953 amounted to 17,473,448 shares with market value of \$204,054,211. The number of shares was 4.6% below 1952, but the market value increased 6.8%. There were 151 commercial failures in San Francisco in 1953, reported by Dun & Bradstreet, compared to 137 the year previous. The liabilities were 22% under 1952 and the assets 53% below the previous year.

TRANSPORTATION

During 1953 there were 5,099 cargo vessel arrivals in San Francisco Bay

with a registered tonnage of 24,045,079 which was the highest ever recorded and an increase of 3.7% over the preceding record year. Port of San Francisco revenue tons handled in 1953 were 2.1% below a year ago, but intercoastal revenue tonnage was up 3.8% and foreign revenue tonnage, which accounted for nearly half of the Port's total, was up 0.5%.

Freight car movements for the year in the San Francisco-Oakland switching limits amounting to 489,839 were 0.8% below the previous year. Truck movements over the Bay and Golden Gate Bridges were up 0.9%. Total Bay Bridge vehicle crossings were up 2.4% and G.G. Bridge up 3.5%.

San Francisco Airport traffic for 1953 attained a new high with 115,891 planes in and out and 1,927,077 passengers off and on — increases of 7.3% and 8.6% respectively. Air express was up 6.7%, air freight up 1.2%, but air mail dipped 0.4%.

Out-of-State vehicle traffic entering California through Northern California gateways during 1953 chalked a new annual high of 783,871 passenger cars which brought in 2,097,622 passengers. The number of cars was up 6.3% and passengers up 8%.

UTILITIES

The number of utility connections in San Francisco including electrical, gas and water, at the end of the year were all above the preceding year, and sales of electrical energy were up 3.3%, residential water consumption, up 2.1%; and commercial and industrial water consumption, up 1.1%.

INDUSTRIAL DEVELOPMENT

1953 capital outlays for new industries and expansions in the Bay Region (12 counties) amounted to \$259,035,184 — breaking all records and surpassing the 1952 total by \$74,386,182 or 40%. There were 324 expansions with outlays of \$131,491,281 and 112 new industries with outlays of \$127,543,900. San Francisco accounted for 63 projects with outlays of \$17,180,150, or \$9,528,197 above a year ago.

CONSUMER PRICES

The Consumer Price Index for All Items in San Francisco in December, 1953, reported at 116.9 (1917-49 average 100) by the U.S. Department of Labor, was 1.1% above December a year ago and the 4-quarters' average was up 1.5%. Based on the quarterly averages, food prices for the year were down 0.9%; apparel 1.2%; personal care 0.3%; but rents were up 5.1%; transportation 6.9%; and medical care up 2.2%.

ROSTER OF PUBLIC OFFICIALS

(Prepared by Public Affairs Committee, San Francisco Chamber of Commerce)

Listing California State Officers; California Members of the Senate and House of Representatives in the Congress of the United States; State Senators and Assembliesmen; and Principal Officers of the City and County of San Francisco.

STATE OFFICERS

Governor — GOODWIN J. KNIGHT (R), State Capitol, Sacramento 14

<i>Lieutenant Governor</i> — HAROLD J. POWERS (R) State Capitol, Sacramento 14	<i>Secretary of State</i> — FRANK M. JORDAN (R) State Capitol, Sacramento 14	<i>Controller</i> — ROBERT C. KIRKWOOD (R) State Capitol, Sacramento 14	<i>Treasurer</i> — CHARLES G. JOHNSON (R) State Capitol, Sacramento 14	<i>Attorney General</i> — EDMUND G. BROWN (D) State Building, San Francisco
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†Appointed Dec. 22, 1952, to succeed Thomas H. Kuchel, named by Governor Warren to the office of United States Senator, *vice* Richard M. Nixon

GOVERNOR'S COUNCIL

<i>Director of Agriculture</i> — A. A. BROCK State Office Bldg., 21, Sacramento 14	<i>Director of Investment</i> — D. D. WATSON 1021 O St., Sacramento	<i>Director of Social Welfare</i> — CHARLES I. SCHOTTLAND 610 K St., Sacramento 14	<i>State Fire Marshal</i> — JOE R. YOCKERS Plaza Building, Sacramento
<i>Superintendent of Banks</i> — MAURICE C. SPARLING 111 Sutter St., San Francisco 4	<i>Director of Mental Hygiene</i> — WALTER RAPAPORT, M.D. 1320 K St., Sacramento 14	<i>Director of Veterans' Affairs (Acting)</i> — J. MARVIN RUSSELL 700 Capitol Ave., Sacramento 14	<i>Adjutant General</i> — MAJ. GEN. EARLE M. JONES 1215 10th Street, Sacramento
<i>Director of Corrections</i> — RICHARD A. MCGEE State Office Bldg., 21, Sacramento 14	<i>Director of Motor Vehicles</i> — PAUL MASON Motor Vehicle Bldg., Sacramento 14	<i>Director of Youth Authority</i> — HEMAN G. STARK State Office Bldg., 21, Sacramento 14	<i>Secretary, Governor's Council</i> — TOM M. BRIGHT State Capitol, Sacramento
<i>Director of Education</i> — ROY E. SIMPSON Education Building, Sacramento 14	<i>Director of Natural Resources</i> — DEWITT NELSON State Office Bldg., 21, Sacramento 14		
<i>Director of Employment</i> — WILLIAM A. BURKEIT 1025 P St., Sacramento 14	<i>Director of Professional and Vocational Standards</i> — N. J. MORRISSEY Business and Professions Bldg., Sacramento 14		
<i>Director of Finance</i> — JOHN M. PEIRCE State Capitol, Sacramento 14	<i>Director of Public Health</i> — WILTON L. HALVERSON, M.D. 608 Phelan Building, San Francisco 2	<i>Director of Civil Defense</i> — MAJ. GEN. W. M. ROBERTSON	<i>Commissioner of Highway Patrol</i> — BERNARD R. CALDWELL
<i>Director of Fish and Game</i> — SETH GORDON 926 J Street, Sacramento	<i>Director of Public Works</i> — FRANK B. DULÉE Public Works Bldg., Sacramento 14	<i>President, State Personnel Board</i> — FORD CHATTERS	<i>Director of Recreation</i> — STERLING S. WINANS
<i>Director of Industrial Relations</i> — PAUL SCHARRENBERG 605 Mission St., San Francisco 3		<i>Executive Officer, State Personnel Board</i> — JOHN F. FISHER	<i>President, Public Utilities Commission</i> — R. E. MITTELSTAEDT
		<i>Chairman of Adult Authority</i> — WALTER GORDON	<i>Director, Aeronautics Commission</i> — B. M. DOOLIN

Ex-Officio Members of the Governor's Council

<i>First District</i> — GEORGE R. REILLY (D) 200 State Bldg., San Francisco 2	<i>Second District</i> — JAMES H. QUINN (R) 1020 N St., Sacramento 14	<i>Third District</i> — PAUL R. LEAKE (D) 1020 N St., Sacramento 14	<i>Fourth District</i> — WILLIAM G. BONELLI (D) Chairman 315 S. Hill St., Los Angeles 15	<i>Ex-Officio Member</i> — ROBERT C. KIRKWOOD (R) State Capitol, Sacramento 14
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MEMBERS OF THE STATE BOARD OF EQUALIZATION

UNITED STATES SENATORS

WILLIAM F. KNOWLAND (R) Senate Office Building, Washington 25, D.C., Tribune Tower, Oakland	THOMAS H. KUCHEL (R) Senate Office Building, Washington 25, D.C., 315 S. Claudia, Anaheim
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REPRESENTATIVES IN UNITED STATES CONGRESS 12nd Session 83rd Congress

Washington Address: HOUSE OFFICE BUILDING, WASHINGTON 25, D.C.

19 Republicans: 11 Democrats	1 HUBERT B. SCUDDER (R) St. Helena Ave., Sebastopol	2 J. ARTHUR YOUNGER (R) 140 W. Bellevue, San Mateo	3 CECIL R. KING (D) 8701 Tenth Ave., Inglewood	4 GLENARD P. LIPSCOMB (R) 1216 Brunswick Ave., Los Angeles 30
5 CLAIR ENGLE (D) 1049 Jackson St., Red Bluff	6 CHARLES S. GUBSER (R) 200 N. Yunesville St., Hilltop	7 CRAIG HOMER (R) 1115 Service Bldg., Long Beach 2	8 CHET HOLIFIELD (D) 5707 Whittier Blvd., Los Angeles 22	9 PATRICK J. HILLINGS (R) 1141 Panorama, Arcadia
10 JOHN E. MOSS, JR. (D) 1121 Moss Dr., Sacramento	11 LERDY JOHNSON (R) 1129 Elmwood Ave., Stockton	12 CHET HOLIFIELD (D) 5707 Whittier Blvd., Los Angeles 22	13 CARL HINSHAW (R) 1401 S. 4th, Knoll, Pasadena	14 SAMUEL WILLIAM YORTY (D) 1407 Federal Bldg., Los Angeles 12
15 WILLIAM S. MAILLARD (R) 109 St. Alister St., San Francisco	16 A. OAKLEY HUNTER (R) 2122 Mission Ave., Fresno	17 EDGAR W. HIESTAND (R) 174 E. Foothill Blvd., Altadena	18 JOSEPH F. HOLT (R) 6204 Van Nuys Blvd., Van Nuys	19 HARRY R. SHEPPARD (D) Yreka
20 JOHN F. SHELLEY (D) 18 St. Mary's Ave., San Francisco	21 ERNEST K. BRAMBLETT (R) 549 Hillcrest Ave., Pacific Grove	22 JOSEPH F. HOLT (R) 6204 Van Nuys Blvd., Van Nuys	23 EDGAR W. HIESTAND (R) 174 E. Foothill Blvd., Altadena	24 JAMES B. UTT (R) MIS E. Santa Clara Ave., Santa Ana
25 ROBERT L. GORDON (D) 1254 Boulevard Way, Walnut Creek	26 HARLAN HAGEN (D) Professional Bldg., Hanford	27 JOSEPH F. HOLT (R) 6204 Van Nuys Blvd., Van Nuys	28 JOHN PHILLIPS (R) 65 N. 4th St., Banning	29 JOHN PHILLIPS (R) 65 N. 4th St., Banning
30 JOHN J. ALLEN JR. (R) Central Bank Bldg., Oakland	31 GORDON L. McDONOUGH (R) 4121 S. Bonson Ave., Los Angeles 8	32 CLYDE DOYLE (D) 2915 1/2 State St., South Gate	33 ROBERT C. (BOB) WILSON (R) 888 First Ave., Chula Vista	
34 GEORGE P. MILLER (D) 1124 Benton St., Alhambra	35 DONALD L. JACKSON (R) 15409 Alhambra St., Pacific Palisades			

CALIFORNIA STATE SENATORS

(Senators from odd numbered districts were elected in 1952, from even-numbered districts in 1950. Senators are chosen for a 4-year term. Constituents of California, Article IV, Sections 4 and 5.)

20 Republicans: 13 Democrats: 1 Vacancy	1 DALE C. WILLIAMS (D) 1925 Danhurst St., Alhambra	2 F. PRESLEY ABSHIRE (R) Route 1, Box 212, Geyserville	3 HARRY L. PARKMAN (R) 1150 Canada Rd., Wombles	4 CLARENCE C. WARD (R) 220 La Arroya Blvd., Santa Barbara
5 ANDREW COLLIER (R) 1501 N. Main St., Yuba	6 JOHN F. MCCARTHY (R) 21 Popper Way, San Rafael	7 HUGH P. DONNELLY (D) P.O. Box 326, Turlock	8 JAMES J. MCBRIDE (R) P.O. Box 708, Ventura	9 JESS R. DORSEY (R) 1025 4th St., Bakersfield
10 A. W. WYATT (R) 164 Heather Lane, Eureka	11 GERALD J. D'AGARA (D) 146 State Bldg., San Francisco	12 ROBERT I. MONTGOMERY (D) Route 4, Box 290, Hanford	13 NELSON S. DILWORTH (R) Route 1, Box 120, Fresno	14 JACK B. TENNEY (R) 312 State Bldg., Los Angeles 12
15 CURT W. BUSCH (R) Lakeport	16 LUTHER E. GIBSON (D) 500 Martin St., Vallejo	17 JOHN F. THOMPSON (R) Route 1, Box 108, San Jose	18 BEN HULSE (R) P.O. Box 21, El Centro	19 FRED H. KRAFT (R) 260 Stockton Bldg., San Diego
20 EDWIN J. REGAN (D) P.O. Box 265, Waterville	21 ARTHUR H. BREED, JR. (R) 111 Jackson St., Oakland	22 EARL D. DESMOND (D) 412 E. N. Sacramento		
25 PAUL L. BYRNE (R) 275 E. 8th St., Ukiah, Chico	26 GEORGE MILLER, JR. (D) 1010 North Ave., Richmond	27 VERNE W. HOFFMAN (R) Route 1, Box 200, Aramingo		
30 HARDY TERRY JOHNSON (D) 1422 Grace St., Roseville	31 JOHN F. THOMPSON (R) Route 1, Box 108, San Jose			
35 LOUIS G. SUTTON (R) P.O. Box 432, Maxwell				
40 SWIFT BERRY (R) 15 Canal St., Marysville				
45 ED C. JOHNSON (R) 1111 1st St., P.O. Box 92, Marysville				

*Assembly District No. 2 covers Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou and Trinity Counties.
†Assembly District No. 6 covers Alpine, Amador, Calaveras, El Dorado, Inyo, Mariposa, Mono, Nevada, Placer and Tuolumne Counties.

Directory of City and County Officers (Continued)

Officers Appointed by the Mayor (Continued)

CONTROLLER
100 City Hall HE 1-2121
HARRY D. ROSS
WREN MIDDLEBROOK
Chief Assistant Controller

LEGISLATIVE REPRESENTATIVE.
FEDERA
315 Montgomery YU 6-0727
FRANCIS V. KEESLING, JR.

LEGISLATIVE REPRESENTATIVE.
ST. ATE
275 City Hall MA 1-0163
DONALD W. CLEARY
Hotel Senator, Sacramento,
during Sessions

DEPARTMENTS

UNDER THE MAYOR

ART COMMISSION
100 Larkin HE 1-2121
Meets first Mon. of month, 3 P.M.

HAROLD L. ZELLERBACH, President
534 Battery
WILLIAM S. ALLEN
461 Bush
DOUGLAS BAYLIS
6 Cerke Alley
JOHN K. HAGOPIAN
Mills Tower
ROBERT B. HOWARD
521 Francisco
CHARLES H. KENNEDY
250 Jones
OSCAR LEWIS
2740 Union
MRS. ALICE G. POYNER
1814 Franklin
GEORGE T. ROCKRISE
532 Sacramento
ANTONIO SOTOMAYOR
3 LeRoy Place

Ex-Officio Members

Mayor.
Pres., Calif. Palace Legion of Honor
Pres., City Planning Commission

Depts. Under Mayor — Ex-Officio Members (Cont.)

Pres., de Young Museum
Pres., Public Library Commission
Pres., Recreation and Park Commission.
JOSEPH H. DYER, JR., Secretary

CITY PLANNING COMMISSION
100 Larkin HE 1-2121
Meets first and third Thursday
of each month, 2:30 P.M.
ERNEST E. WILLIAMS, President
2125 - 15th Ave.
WILLIAM D. KILDUFF
160 Montgomery
MICHAEL J. BUCKLEY
MRS. EUGENE M. PRINCE
3421 Pacific Ave.
ELMER J. TOWLE
1239 Howard

Ex-Officio Members

Chief Administrative Officer
Manager of Utilities
PAUL OPPERWANN, Dir. of Planning
JOSEPH MIGNOLA, Secretary

CIVIL SERVICE COMMISSION
151 City Hall HE 1-2121
Meets every Friday at 4 P.M.
FRANCIS P. WALSH, President
68 Post
WILLIAM A. LAHANIER
2 Pine
CHARLES T. McDONOUGH
26 O'Farrell
WILLIAM L. HENDERSON
Sec. and Personnel Director

DISASTER CORPS
45 Hyde UN 3-6140
REAR ADM. A. G. COOK USN (Ret.)
Director
ALEX C. MCCAUSLAND
Public Information Officer

EDUCATION BOARD OF
115 Van Ness Ave. UN 3-4680
Meets 1st and 3rd Tues. at 7:30 P.M.
CHARLES J. FOEHN, President
251 Valencia

Depts. Under Mayor (Bd. of Education (Continued))

JOHN G. LEVISON
511 Howard
ADOLFO DE URIOSTE
MRS. CLARENCE COONAN
2531 Filbert
MRS. GEORGE A. HINDLEY
79 Scrarno Drive
BERT LEVI
465 California
CHAS. C. TROWBRIDGE, JR.
175 Sansome
DR. HERBERT C. CLISH
Supt. of Schools and Secretary

FIRE COMMISSION

2 City Hall HE 1-2121
Meets every Wednesday at 4 P.M.
LEO H. SHAPIRO, President
68 Post
MAX SOBEL
240 3rd
FREDERIC B. BUTLER
18 73rd Ave.
FRANK P. KELLY
Chief of Department
CARL F. KRUGER
Chief Div. Fire Prevention and
Investigation
THOMAS W. MCCARTHY
Secretary

HOUSING AUTHORITY

440 Turk OR 3-5801
Meets 1st and 3rd Thurs. at 10 A.M.
E. N. AYER, Chairman
801 California
BYRON L. HAVISIDE
40 Spear
CHARLES J. JUNG
632 Washington
ALF. MAILLOUX
200 Guerrero
LLOYD E. WILSON
25 Van Ness Ave.
JOHN W. BEARD
Executive Director

Depts. Under Mayor (Cont.)

PARKING AUTHORITY

500 Golden Gate Ave., FR 6-1565
Meets 2nd Wed. each month
at 7:30 P.M.
ALBERT H. JACOBS, Chairman
2995 Lake
WALTER A. HAAS, JR.
98 Battery
RANDOLPH HALE
867 Market
RAET L. SMITH
660 Market
DAVID THOMSON
65 Berry
VINING T. FISHER
General Manager
THOMAS J. O'TOOLE
Secretary

PERMIT APPEALS BOARD OF

227 City Hall HE 1-2121
Meets every Wednesday at 3:30 P.M.
JEREMIAH J. MULVIHILL, Pres.
1675 Howard
REED W. ROBINSON
1975 Market
FRED G. AINSIE
1346 Polk
JOHN F. HENNING
904 Market
ERNEST L. WEST
265 Montgomery
J. EDWIN MATTOX
Secretary

POLICE COMMISSION

Hall of Justice SU 1-2020
Meets every Tuesday at 2 P.M.
J. WARNOCK WALSH, Pres.
160 Montgomery
H. C. MAGINN
315 Montgomery
WASHINGTON I. KOHNKE
686 Sacramento
SGT. JOHN T. BUTLER
Secretary
MICHAEL GAFFEY
Chief of Police
GEORGE HEALY
Deputy Chief of Police

CITY AND COUNTY OF SAN FRANCISCO ASSEMBLY DISTRICTS

19th (121,000) 20th (121,000) DISTRICT
21st (121,000) 22nd (121,000) DISTRICT
23rd (121,000) 24th (121,000) DISTRICT
25th (121,000) 26th (121,000) DISTRICT
27th (121,000) 28th (121,000) DISTRICT
29th (121,000) 30th (121,000) DISTRICT
31st (121,000) 32nd (121,000) DISTRICT
33rd (121,000) 34th (121,000) DISTRICT
35th (121,000) 36th (121,000) DISTRICT
37th (121,000) 38th (121,000) DISTRICT
39th (121,000) 40th (121,000) DISTRICT
41st (121,000) 42nd (121,000) DISTRICT
43rd (121,000) 44th (121,000) DISTRICT
45th (121,000) 46th (121,000) DISTRICT
47th (121,000) 48th (121,000) DISTRICT
49th (121,000) 50th (121,000) DISTRICT
51st (121,000) 52nd (121,000) DISTRICT
53rd (121,000) 54th (121,000) DISTRICT
55th (121,000) 56th (121,000) DISTRICT
57th (121,000) 58th (121,000) DISTRICT
59th (121,000) 60th (121,000) DISTRICT
61st (121,000) 62nd (121,000) DISTRICT
63rd (121,000) 64th (121,000) DISTRICT
65th (121,000) 66th (121,000) DISTRICT
67th (121,000) 68th (121,000) DISTRICT
69th (121,000) 70th (121,000) DISTRICT
71st (121,000) 72nd (121,000) DISTRICT
73rd (121,000) 74th (121,000) DISTRICT
75th (121,000) 76th (121,000) DISTRICT
77th (121,000) 78th (121,000) DISTRICT
79th (121,000) 80th (121,000) DISTRICT
81st (121,000) 82nd (121,000) DISTRICT
83rd (121,000) 84th (121,000) DISTRICT
85th (121,000) 86th (121,000) DISTRICT
87th (121,000) 88th (121,000) DISTRICT
89th (121,000) 90th (121,000) DISTRICT
91st (121,000) 92nd (121,000) DISTRICT
93rd (121,000) 94th (121,000) DISTRICT
95th (121,000) 96th (121,000) DISTRICT
97th (121,000) 98th (121,000) DISTRICT
99th (121,000) 100th (121,000) DISTRICT

Departments Under the Mayor (Continued)

CAPT. OTTO MEYER
Director of Traffic
CAPT. J. ENGLISH
Chief of Inspectors
CAPT. W. F. FITZPATRICK
Dept. Secretary

PUBLIC LIBRARY COMMISSION
Civic Center
Meets 1st Tues. each month
at 4 P.M.
SAM M. MARKOWITZ, Pres.
315 Montgomery
JAMES F. ALLEN
760 Market
JOSEPH S. GUAN
JOHN CUDDY
703 Market
FRED DETMERING
S. P. Examiner
THEODORE FISCHER
1700 Waller
JOHN R. GRAVES
1460 Jones
MISS EVELYN LAPLACE
949 Taylor
MILTON K. LEPETICH
1643 Polk
MRS. J. HENRY MOHR
2 Castaneda Ave.
RENE A. VAYSSIE
240 Jones
L. J. CLARKE
Librarian
JOSEPH J. ALLEN
Secretary

PUBLIC UTILITIES COMMISSION
287 City Hall HE 1-2327
Meets every Monday at 5 P.M.
OLIVER M. ROUSSEAU, Pres.
1140 Greenwich
EDWARD B. BARON
41 Cass Way
DONALD A. CAMERON
5000 Ocean Ave.
SAM MCKEE
2812 Mission
VICTOR S. SWANSON
474 Valencia
JAMES H. TURNER
Mgr. of Utilities
R. J. McDONALD
Secretary
JAMES J. FINN
Ex. Sec. to Mgr.

BUREAU OF DEPARTMENTS
Accounts 287 City Hall HE 1-2327
GEORGE NEGRI
Director

Airport, South San Francisco PL 6-0500
BRIG. GEN. F. B. BUTLER
Manager
(a/c of 2-15-54)

Hitch Hacks, 425 Mason PR 5-7000
HARRY E. LLOYD
Chief Engr. and Gen. Mgr.

Light, Heat and Power
425 Mason PR 5-7000
B. A. DEVINE
Manager

Municipal Railway
949 Presidio FI 6-5656
CHARLES D. MILLER
Manager

Personnel and Salary
901 Presidio FI 6-5656
PAUL FANNING
Director

Public Service, 287 City Hall HE 1-2327
THOMAS IRWIN, Director

Water Department, 425 Mason PR 5-7000
GEORGE W. PRACY
General Manager

Public Welfare Commission
505 Bush CA 1-5000
Meets 1st and 3rd Tues. each month
at 3:30 P.M.
EDWARD J. WREN, Pres.
1835 Mission
FRANK P. AGNOST
San Francisco Chronicle
ERNEST D. HOWARD
185 Montgomery
MRS. ROSALIND JOHNS
1555 Larkin
MRS. JOHN D. MURRAY
1400 Potrero Dr.
RONALD H. BORN
Dir. Public Welfare
MRS. EULALA SMITH
Secretary

RECREATION AND PARK COMMISSION
M. Laren Lodge
Meets 2nd and 4th Thurs. each
month at 4 P.M.
LOUIS SUTTER, President
Secretary

Departments Under the Mayor (Continued)

MICHAEL J. BUCKLEY
311 California
WM. M. COFFMAN
MRS. ANN DIPPEL
160 Valdes Ave.
FRED D. PARR
1 Drum
MRS. SIGMUND STERN
1098 Pacific
REV. EUGENE A. GALLAGHER
DR. FRANCIS HERZ
DAVID E. LEWIS
General Manager
EDWARD McDEVITT
Secretary to Commission
WM. J. SIMONS
Ex. Sec. to Gen. Mgr.

REDEVELOPMENT AGENCY
512 Golden Gate Ave. OR 3-6134
Meets 1st and 3rd Tues. each month
at 4 P.M.
DR. J. JOS. HAYES, Chairman
210 Post
FITZ-GERALD AMES, SR.
PAUL T. O'DOWD
442 Geary
LAWRENCE R. PALACIOS
2940 16th St.
JAMES E. STRATTEN
800 Presidio
JAMES E. LASH
Director
M. C. HERMANN
Secretary

RETIREMENT SYSTEM BOARD
460 McAllister HE 1-2121
Meets every Wednesday at 3 P.M.
JOHN F. BRADY, President
1206 40th Ave.
A. B. CROWLEY
Dept. of Public Health
BELFORD BROWN
San Francisco Bank
JAMES J. MCGOVERN
Director of Justice
HARRY J. STEWART
605 Market

Ex-Officio Members
President, Board of Supervisors
City Attorney
RALPH R. NELSON
Consulting Architect
IRAG THOMPSON
Secretary

WAR MEMORIAL TRUSTEES
Veterans Building MA 1-6600
Meets 2nd Thurs. each month
at 3 P.M.
MILTON KLETTER, President
2170 e 27th Ave.
EUGENE D. BENNETT
SIDNEY M. EHRLMAN
14 Montgomery
DR. CHARLES A. ERTOLA
235 Columbus Ave.
FRANK A. FLYNN
68 Post
SAM K. HARRISON
431 Bryant
W. A. HENDERSON
San Francisco Examiner
DAN S. HEWITT
1841 11th Ave.
J. RUFUS KLAUWANS
235 Montgomery
GUIDO J. MUSTO
435 North Point
RALPH J. A. STERN
405 Clay
EDWARD SHARKEY
Managing Director
E. L. GEORGE
Secretary

SAN FRANCISCO MUSEUM OF ART
Veterans Building HI 1-2100
DR. GRACE MORLEY
Director

DEPARTMENTS UNDER THE CHIEF ADMINISTRATIVE OFFICER

CORONER
650 Merchant DO 2-0010
DR. HARRY W. TURKEL
Director

ELECTRICITY DEPARTMENT
15 Hyde HI 2-1213
D. O. TOWNSEND
Chief
DOYLE L. SMITH
Supt. of Plant
TIN EN LI AND PANG CHUN
DEPARTMENT 1
300 e 11th HI 1-1111
BEN H. KLINE, Director

Departments Under the Chief Admin. Officer (Continued)

COUNTY CLERK
MARTIN WONGAN
317 City Hall HE 1-2121

PUBLIC ADMINISTRATOR
WILFRED A. ROBISON
463 City Hall HE 1-2121

RECORDS AND REGISTRAR OF VOTERS
THOMAS A. TOOMEY
167 City Hall HE 1-2121

TAX COLLECTOR
WALTER R. ALLEN
10 City Hall HE 1-2121

HORTICULTURAL COMMISSIONER
Agricultural Bldg., Embarcadero SU 1-5003

WILLIAM F. CARROLL
PUBLIC HEALTH DEPARTMENT
Health Center Building UN 1-4701
DR. ELLIS D. SOX, Dir. of Public Health
DR. E. C. SAGE, Asst. Dir. of Public Health

HASSLER HEALTH HOME
Redwood City
DR. LINCOLN F. PUTNAM,
Acting Supt.

LAGUNA HONDA HOME
7th Ave. and Dewey Blvd. MO 4-1580
LOUIS A. MORAN, Supt.

SAN FRANCISCO HOSPITAL
22nd and Potrero MI 7-0820
DR. T. E. ALBERS, Supt.

CENTRAL EMERGENCY
Grove and Polk HE 1-2800
DR. E. BUTLER, Chief Surgeon

PUBLIC WORKS, DEPARTMENT OF
260 City Hall HE 1-2121
SHERMAN P. DUCKEL, Director
F. W. MCKENZIE, Asst. Dir., Adm. L. J. ARCHER, Asst. Dir., Maint. and Op.

BUREAU OF DEPARTMENTS
Accounts
260 City Hall HI 1-2121
J. J. MCCLOSKEY, Supervisor

Architecture
265 City Hall HE 1-2121
JOHN DEWITT, Acting

Bids, Inspection
275 City Hall HE 1-2121
LESTER C. BUSH, Supt.

Building Repair
2325 Army MI 7-9620
H. H. HANSEN, Supt.

Central Permit Bureau
280 City Hall S. J. ROSENBLUM, Supervisor

Engineering
359 City Hall HE 1-2121
RALPH WADSWORTH, City Engineer

Sewer Repair
2325 Army MI 7-9620
EMILE MUHEIM, Supt.

Street Cleaning
2325 Army MI 7-9620
S. J. SULLIVAN, Supt.

Street Repair
2325 Army MI 7-9620
F. D. BROWN, Supt.

Purchasing Department
270 City Hall HI 1-2121
HAROLD H. JONES, Purchaser of Supplies

Central Shops
313 Francisco HI 1-2121
ATLYN W. PETAN, Supt.

Rail-Electric Department
270 City Hall HI 1-2121
EUGENE J. RIORDAN, Director of Property

Auditorium
HI 1-1555
JOS. SCHWIDT, Supt.

Valley of the Redwoods and Marin
600 City Hall HI 1-1111
O. C. SKINNER, JR.

Separate Boards and Departments (Continued)

E. RAYMOND ARMSBY
111 Sutter
MRS. SIGFRIED BECHOLD
2000 Washington
LOUIS A. BENOIST
37 Drumm
JAMES B. BLACK
235 Market
WALTER E. BUCK
235 Montgomery
ALEXANDER DE BRETTVILLE
2 Pine
MRS. BRUCE KELHAM
1006 Washington
CHARLES MAYER
San Francisco Examiner
WILLIAM W. MEIN
315 Montgomery
DAVID FLEDDY-BOUVERIE
Elgin, Calif.
JOHN N. ROSEKRANS
2 Pine
WILLIAM R. WALLACE, JR.
410 Sansome

Ex-Officio Members
Mayor
President, Recreation and Park Commission
THOMAS CAR HOWE, JR., Dir.
CAPT. MYRON E. THOMAS, Secy.

HEALTH SERVICE SYSTEM
61 Grove HE 1-7100
DANIEL MATTROCE, President
53 Canton Dr.
JOHN J. BARRY
5109 e 13th Ave.
JOSEPH R. BEST
315 Chestnut
ROBERT P. CROSSON
214 Wilson
GEORGE W. CUNIFFE
1627 e 25th Ave.
ETHEL DAVIS
3524 Brudenell
THEODORE T. DOLAN
343 Reddon
PHILIP P. ENGLER
2458 e 38th Ave.
ALLEN L. KILKEARY
3930 Fulton
A. S. KEENAN, M.D., Medical Dir.
MRS. ZELLA B. HAYNES, Secretary

M. H. JOYOUNG MEMORIAL MUSEUM
Golden Gate Park BA 1-2057
Meets 2nd Mon., Jan., Apr., June, Oct., at 3:00 P.M.
GEORGE T. CAMERON, Hon. Pres.
San Francisco Chronicle
MICHEL WEILL, President
The White House
CHARLES R. BLYTH
235 Montgomery
MRS. HELEN CAMERON
Hillside
SHELDON G. COOPER
620 Market
R. GWIN FOLLIS
6000 Washington
ANDROPH A. HEARST
San Francisco Call Bulletin
EDWARD H. HELLER
900 Market
JAMES K. LOCHHEAD
104 California
PARKER MADDOX
526 California
MRS. FELIX MCGINNIS
250 Washington
ROScoe F. OAKES
2006 Washington
RICHARD RHEEM
234 Montgomery
JOSEPH O. TOBIN
Hibernia Bank

Ex-Officio Members
Mayor
President, Recreation and Park Commission
DR. WALTER HEIL, Director
H. L. van ORDEN, JR., Secretary

THE LIBRARY
480 City Hall HI 1-0011
ROBERT J. EVERSON Librarian

PUBLIC POINT
2530 30th St. MA 1-0700
CHARLES W. FRIEDRICH, Secretary and Manager

STEVENHART AQUARIUM
Golden Gate Park BA 1-5000
DR. ROBERT C. MILLER, Director

SURVEY OF BUSINESS IN SAN FRANCISCO—1953

BRANCH OF ACTIVITY		DECEMBER 1953	DECEMBER 1952	% CHG.	12 MOS. 1953	12 MOS. 1952	% CHG.
GENERAL BUSINESS ACTIVITY (1)							
S. F. C Index 1947-49 Avg. = 100.....		154.6	163.5	-5.4	127.8	125.9	1.5
CONSTRUCTION PERMITS (2)							
Total.....	Number	655	619	5.8	8,655	8,098	6.9
.....	Value	3,928,188	4,064,748	-3.4	61,393,238	46,264,706	32.9
Residential, New.....	Number	70	81	-13.6	937	1,048	-9.7
.....	Value	1,011,590	2,087,277	-51.5	21,555,779	16,555,404	30.1
Dwelling Units.....	Number	107	257	-58.4	2,110	1,872	12.7
Single-Family Units, New.....	Number	57	77	-26.0	801	947	-15.5
Two-Family Units, New.....	Number	10	10	0.0	128	148	-13.5
Multi-Family Units, New.....	Number	40	180	-77.8	1,181	842	40.3
Non-Residential, New.....	Number	10	10	0.0	141	167	-15.6
.....	Value	505,000	1,055,808	-52.2	24,136,622	14,986,400	61.1
Addns., Alterations and Repairs.....	Number	581	522	11.3	7,576	6,301	20.2
.....	Value	2,411,592	921,670	161.7	15,820,837	14,740,812	7.3
REAL ESTATE (3)							
Deeds Recorded.....	Number	1,379	1,466	-5.9	18,363	18,160	1.1
Mortgages and Deeds of Trust.....	Number	1,993	1,341	5.7	17,106	17,176	5.4
.....	Amount	13,733,457	13,015,763	5.5	164,090,118	141,747,557	15.8
RETAIL DEPARTMENT STORE SALES (4)							
San Francisco (1947-49 Avg. = 100).....	Index	206	218	-5.5	118	119	-0.9
FINANCE							
Bank Debits (4).....	\$000	3,469,297	3,679,960	-5.7	37,647,442	36,947,717	1.9
Bank Clearings (5).....	\$000	2,495,888	2,602,032	-4.1	27,282,107	26,768,895	1.9
Postal Receipts (6).....	\$	3,570,030	3,813,760	-6.4	33,860,376	33,850,371	0.1
S. F. Stock Exchange (7).....	Shares Traded	4,401,595	1,613,842	-15.7	17,478,448	18,521,494	-4.6
.....	Market Value	18,636,031	19,857,651	-6.2	204,054,211	191,114,605	6.8
COMMERCIAL FAILURES (8)							
Total.....	Number	22	9	144.4	152	137	10.9
Liabilities.....	\$	931,628	149,900	508.2	5,145,546	6,611,208	-22.2
Assets.....	\$	412,155	67,885	507.1	2,408,191	5,116,440	-53.0
INDUSTRY TREND — 6 Bay Area Counties							
Mfg. Ave. Weekly Earnings (9).....	Total Employed	1,026,800(p)	1,043,300	-1.6	1,027,645(p)	1,015,983	1.1
Mfg. (10).....	Dollars	2,211(p)	2,217	-2.4	40,300(p)	40,177	3.0
Construction, Contract.....	Number	206,700(p)	209,900	-1.5	217,700(p)	212,091	2.6
Finance, Insurance, Real Estate.....	Number	59,800(p)	69,700	-14.2	66,645(p)	66,900	-0.4
Retail Trade.....	Number	64,600(p)	64,500	0.5	64,827(p)	65,767	-1.7
Wholesale Trade.....	Number	186,200(p)	186,300	-0.0	171,655(p)	169,883	1.0
Service.....	Number	72,000(p)	71,400	0.8	71,700(p)	70,758	1.3
Trans., Comm. and Utilities.....	Number	210,000(p)	207,900	1.0	206,218(p)	204,617	0.8
Agriculture.....	Number	113,900(p)	116,100	-1.1	116,154(p)	112,700	3.1
Govt.—Fed., State, Local.....	Number	18,400(p)	16,300	12.9	20,209(p)	18,875	7.1
Other.....	Number	91,400(p)	98,700	-7.4	89,573(p)	94,308	-4.6
.....	Number	2,800(p)	2,700	3.7	2,309(p)	2,366	-2.4
TRANSPORTATION							
Freight Car Movements (11).....	Number	13,285	15,315	-13.5	176,948	179,873	-1.6
S. F. Airport Traffic (12).....	Number	10,129	9,831	3.1	115,891	107,993	7.3
Planes In and Out.....	Number	150,460	142,884	5.3	1,927,077	1,774,092	8.6
Passengers Off and On.....	Number	3,665,958	3,408,803	7.5	29,699,645	29,812,793	-0.4
Air Mail Loaded and Unloaded.....	Lbs.	561,751	652,643	-13.9	6,242,507	5,845,589	6.7
Air Freight Loaded and Unloaded.....	Lbs.	3,406,290	3,175,108	8.0	39,914,728	38,495,669	1.2
Express Shipments (13) Rail.....	Number	143,776	178,208	-19.3	1,302,686	1,522,376	-14.4
Truck Movements—S. F. Area (1).....	Index	141.3	135.7	4.1	139.9	138.7	0.9
Out-of-State Passenger Car Entries into No. Calif. (122).....	Number	47,658	45,659	9.2	785,871	737,162	6.5
PORT OF SAN FRANCISCO (14)							
Total.....	Revenue Tons	503,397	525,297	-4.2	5,665,706	5,787,932	-2.1
Coastwise.....	Revenue Tons	12,527	10,225	1.0	131,394	140,194	-6.3
Intercoastal.....	Revenue Tons	19,614	37,961	29.1	177,260	459,680	-3.8
Foreign.....	Revenue Tons	2,830	25,092	3.3	2,738,755	2,726,004	0.5
Inland Waterway.....	Revenue Tons	188,256	224,017	-16.0	2,318,297	2,462,054	-5.8
CARGO VESSELS (S. F. Bay) (15)							
Arrivals.....	Number	408	433	-5.8	5,099	4,950	3.0
Registered Tonnage.....	Number	1,921,727	2,056,207	-6.5	24,045,079	23,197,515	3.7
UTILITIES							
Ind. and Comm. Gas Sales (16).....	Cu. Ft.	1,275,731,200	1,504,770,700	-15.2	15,272,110,900	15,771,919,500	-3.2
Electric Energy Sales, kWh Hours (16).....	Cu. Ft.	113,666,000	110,774,000	2.1	1,364,796,500	1,335,837,000	2.2
Water Consumption, Res. (17).....	Cu. Ft.	153,240,000	156,531,000	-2.1	1,919,558,500	1,899,124,000	1.1
Comm. and Ind.	Cu. Ft.	453	415	4.3	11,577	10,909	16.8
Tourist and Sealer Lines Crossings (11).....	Number	2,611,435	2,538,368	2.8	31,638,100	30,881,200	2.4
Bay Bridge Vehicle Crossings (18).....	Number	961,549	881,766	9.0	11,974,836	11,568,184	3.5
Golden Gate Bridge Crossings (19).....	Number	1,640	1,624	1.0	22,018	22,253	-1.1
FRUITS AND VEGETABLES (20)							
.....	Carlots	1,640	1,624	1.0	22,018	22,253	-1.1
LIVESTOCK SLAUGHTER (20) No.							
Total.....	Number	168,448	175,879	-4.3	2,030,302	1,906,137	6.5
Cattle.....	Number	48,884	57,651	-16.8	572,223	531,160	7.7
Calves.....	Number	8,460	8,482	-0.3	110,873	76,070	45.8
Sheep and Lambs.....	Number	80,135	75,699	5.9	987,555	907,994	8.8
Hogs.....	Number	30,971	54,047	-42.7	414,151	491,213	-15.7
S. F. CONSUMER PRICES (21) 1947-49 AV. = 100							
Food.....	Index	114.2	114.9	-0.6	113.7(4)	114.7(4)	0.9
Apparel.....	Index	105.0	105.1	-0.1	104.7(4)	106.0(4)	-1.2
Housing.....	Index	118.0	115.7	2.0	117.3(4)	114.3(4)	5.1
Rent.....	Index	127.8	120.2	6.5	124.9(4)	118.8(4)	5.1
Transportation.....	Index	144.1	140.3	2.7	143.2(4)	131.9(4)	6.9
Medical.....	Index	123.0	119.7	2.8	121.6(4)	119.0(4)	2.2
Personal Care.....	Index	113.0	113.1	-0.1	112.9(4)	112.9(4)	0.0
All Items.....	Index	116.9	115.6	1.1	116.2(4)	114.5(4)	1.5

*New Series (1947-49 Average = 100) (p) Preliminary. (a) Quarterly average March, June, September, December.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Company; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Post Office; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) California State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Department, City and County of San Francisco; (18) San Francisco Oakland Bay Bridge Administration; (19) Golden Gate Bridge District; (20) Federal State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor; (22) Department of Agriculture, State of California.

Hitting the High Spots

With Walt Brown

CHAMBER PRESIDENT JESSE W. TAPP will make the welcoming address for the California Retail Hardware Ass'n convention at the Fairmont, Feb. 7-10, which is expected to attract about 1,500 Pac. Coast dealers; Pres. Tapp will also address the Richmond Chamber's annual meeting Feb. 10 . . . **SYED AMJAD ALI**, Pakistan Ambassador to the U.S., was a guest at the Chamber's Bd. of Directors meeting yesterday . . . **DWIGHT L. MERRIMAN**, Chamber Pres. in 1942, has been apptd. a member of the Bd. of State Harbor Commissioners for the Port of SF by Gov. Goodwin F. Knight. He succeeds another past Chamber Pres., W. P. Fuller Browner . . . **J. W. MAILLIARD, III**, 1953 Chamber Pres., and member of the Bd. of Dir. of the No. 1-A Dist. Agricultural Ass'n, has been named Chairman of the '54 Grand National Junior Livestock Exposition & Arena Show by Porter Sesson, Pres. of the Bd. . . . **DANTE P. LEMBI**, St. Francis Investment Corp. executive, has been re-elected Chairman of the SF Municipal Conference. Arthur E. Wilkins is vice chairman and Harold V. Starr, sec'y . . . **CHAS. S. HOBBS**, Chamber First Vice President, and L. M. Holland, Indus. Dept. Mgr., attended the launching of SF's new fireboat, **PHOENIX** Mon. at the Plant Shipyard Corp., Alameda . . . **MILTON JELLINS** has been apptd. promotional director for Sutro & Co. He will head the investment brokerage firm's newly-formed investment information activities . . . **SUCCESS STORY**, Richfield's award-winning TV program, will show how business farms are produced when the story originates from the Oak. Plant of Sunset-McKee Business Forms next Tues., Feb. 9, at 8 p.m., KGO-TV . . . **AMERICAN MAGAZINE**, now on stands, has 4 pages of color photos & story on SF's Powell St., excellently done.

Labor Market Bulletin

"Wage and Related Benefits - 20 Labor Markets, 1952-1953," is the title of the U.S. Dept. of Labor Bulletin No. 1116 just released and available through the Superintendent of Documents, Washington, D.C., for 55 cents.

A summarization of the nation's major labor-market areas, the bulletin can be especially useful in wage and salary administration and in industrial relations.

Committee Meetings

AGRICULTURE - February 9, Vanderbilt Room, Fairmont Hotel, 12 noon.
Agenda: Discussion of plans for No. Calif. Business Conference, milk regulation law and farm labor situation. Mr. Cantor & Mr. Sankov will give reports on findings of U. S. Chamber Farm Policy Conference for Businessmen in Washington, D.C.

PRODUCE MARKET - February 9, Room 209, Chamber, 10:30-12 noon.

Agenda: Discussion of new Produce Market Terminal.

AGRICULTURE BUSINESS CONFERENCE PROGRAM - February 9, Vanderbilt Room, Fairmont Hotel, 11:00 a.m.

Agenda: Discussion of plans for Agriculture Business Conference. March 31, guest speaker, Asst. Sec'y of Agriculture, Mr. J. Earl Cole.

AIRPORT TERMINAL PROGRAM - February 12, Maritime Club, 12 noon.

Agenda: Discussion of airport terminal dedication, June 64.

MANUFACTURERS - February 10, Fairmont Hotel, 12 noon.

Agenda: Discussion of 1954 projects.

DOMESTIC DISTRIBUTION - February 12, St. Francis Hotel, Green Room, 12 noon.

Agenda: Discussion of national problems affecting distributors.

INTER-CITY - February 10, Room 209, Chamber, 10:30 a.m.

Agenda: Discussion of trip plans for 1954.



SYMPHONY CONCERT PLANNED: The Chamber's Retail Merchants Association is cooperating with the Council of District Merchants Associations and the San Francisco Symphony Foundation in sponsoring a concert for neighborhood merchants tomorrow night at the Opera House. The event is directed toward pointing up the city's reputation as a leading cultural community, and to aid the Foundation's first annual membership campaign which just opened.

Shown in the picture above are (front row) Philip S. Boone, president of the Symphony Foundation; Matthew J. Boxer, president, Merchants Council and Maurie Uglew, president, Mission Merchants; (back row)

Art Blum, publicity chairman, Merchants Council; Harold V. Starr, RMA Manager; Joseph Friedman, Mission Merchants, and Clarence Heller, S.F. Investment Council.

Former Chamber President J. W. Mailliard, III, a board member of the Symphony Foundation, said this week that each person who purchases a \$10 annual membership in the Foundation will be entitled to attend a free concert and rehearsals during the season, advance program notes, and a reception to meet members of the orchestra. The Foundation is a non-profit corporation and hopes to provide long-range financial security for the famed Symphony.

Chamber Tax Schedule For 1954 Available

Copies of the Chamber's San Francisco Tax Calendar for the first half of 1954 - a valuable aid to Chamber members in meeting the numerous tax deadlines - are being distributed this year in mimeographed form by the Chamber's Research Department, (EX-brook 2-4511, Ext. 13 or 14) according to Henry C. Judd, Chairman of the Tax Section.

The Calendar lists - by due date and individuals or concerns interested - the numerous city, state and federal taxes, due through June, 1954, and identifies the various tax collecting agencies.

Seals Sell Season Books

Books of grandstand tickets for the 1954 baseball season are being offered at a saving of 20 per cent by the new San Francisco Seals organization, which has the active cooperation of the Chamber.

The book is a \$12.50 value for \$10 and the tickets may be used at any time during the 1954 Pacific Coast League Season.

Box seats for all the Seals home games in 1954 also are available at a saving of 20 per cent, or \$15 per seat, including tax. From 6 to 12 seats are available in each box. Checks or money orders may be mailed to John Craig, manager of the box office at Seals Stadium.

U.S. Chamber To Sponsor 'Workshop' Meetings Here

The Chamber of Commerce of the United States will present a "Local Chamber Leaders' Workshop" February 11 and a Domestic Distribution Luncheon meeting February 12 at the St. Francis Hotel. U. S. Chamber officials will be the principal speakers at the meetings.

Some 300 executives of northern California Chambers are expected to attend the Workshop session at which Lisle L. Berkshire, Manager of the National Chamber's Western Division, will preside.

J. Howard Patrick, San Francisco Chamber Director and President of the Retail Merchants Association, will preside at the Domestic Distribution luncheon meeting. Charles G. Nichols, Chairman of the National Chamber's Domestic Distribution Committee, will be the featured speaker.

World Business Classes to Open

Registration for spring classes offered by the San Francisco State College School of World Business will be held at the college, 19th and Holloway Avenues, on February 11 and 12.

The School, established in cooperation with the San Francisco Chamber, offers both day and evening classes for 33 specialized courses in world business training, as well as 102 courses in other fields of business.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

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BAY REGION BUSINESS

WALTER I. BROWN, Editor
Ralph S. Clegg, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Supports Plan For Transit Authority; Offers Minor Changes

Seeking to speed development of a sound mass transit system which is one of San Francisco's chief needs, the Chamber early this month completed its studies of proposed charter amendments creating a Transit Authority and presented a full report to the Joint Judiciary and Public Utilities Committee of the Board of Supervisors. Alan K. Browne, Chairman of the Civic Development Committee, represented the Chamber at the Supervisors' meeting.

The Chamber was the only organization which offered positive support—with certain technical differences—of the present proposal, which was submitted earlier by Supervisor John J. Ferdon.

The Chamber's stand was developed by the Civic Development Committee and the Mass Transit Section, both headed by Browne. It calls for the supervision, management and control of municipal transportation facilities to be put under the exclusive control of a Transit Authority for the City and County of San Francisco.

Talmage Named Chairman Of '54 World Trade Week

George E. Talmage, vice president of Pacific Transport Lines, Inc., has been named Chairman of the 1954 World Trade Week to be sponsored by the Chamber and its World Trade Association as part of the annual Golden Gate Trade and Maritime Festival, May 17-23.

The Propeller Club (Port of San Francisco) and the Marine Committee of the San Francisco Junior Chamber of Commerce are sponsors of the "Festival" portion of the week which is devoted to pointing up to San Franciscans the importance of commerce through the Port. Festival Chairman is Ross L. Farmer.

The week-long trade and maritime celebration will include an open house along the waterfront, special activities on the Embarcadero, civic luncheons, and other activities. Cooperating on a basis never before approached, and pooling their efforts and funds, according to Talmage and Farmer, are all major organizations whose interests lie in enhancing San Francisco's status as a world shipping center.

Industry Greatest Here Since 1945

Industrial development in San Francisco today is at its greatest peak since 1945 with present new construction and expansions of existing plant facilities reflecting a record \$17,180,150 in investments committed during 1953, the Chamber's Industrial Department reported this week.

The 12-county Bay Region as well as the 48-county northern California area are also enjoying record activity in plant construction, based upon \$259,035,184 committed for the Bay Region and a total of \$271,302,311 for northern California during the year just closed.

Bay Region investments committed during 1953 established an all-time record and exceeded 1952 commitments by 40 per cent, according to the Chamber report.

San Francisco alone accounted for nine new plants and 54 expansions—investments for which were approximately \$10,000,000 greater than for the previous year. These new developments created at least 660 new jobs.

San Francisco's cumulative industrial development beginning with 1945 has accounted for 1,374 projects with total nine-year capital investments of over \$115,000,000.

In the 12-county Bay Region the projects activated during 1953 included 324 expansions and 112 new plants. In the whole of northern California the total projects included 128 new plants and 368 expansions. "The wide product diversification represented by these projects denotes this area's leadership in developing a wholly integrated Western manufacturing economy," said the Chamber report.

Food and Kindred Products led all of the industrial development projects, but heavy activity in the Chemicals and Petroleum groups is a "promising forecast for the future as to potential need for such basic materials by related new industry," according to the report.

(Continued on Page 3, Cols. 2, 3)

Chamber Pledges Aid To Secure Economy In State Government

Support of Governor Goodwin J. Knight's efforts to achieve a 1954-55 State General Fund Budget without resort to new or increased taxes has been given by the San Francisco Chamber of Commerce. President Jesse W. Tapp, in letters to the Governor, members of San Francisco's delegation to the California Legislature, and to the Chairmen of the Assembly Ways and Means Committee and Senate Finance Committee, identified the policy regarding the State General Fund, adopted by the Chamber's Board of Directors on February 4, 1954 (see first box, page 2.)

Concurrently, Henry C. Judd, Chairman of the Chamber's Tax Section, urged Chamber members, San Francisco citizens and local organizations to make their views known to their elected representatives on the question of economy in state government. Judd cited the following facts regarding state tax collections in 1953 as compiled by the Bureau of the Census.

(Continued on Page 2, Cols. 1, 2)

Zellerbach To Be Honored At Luncheon Next Week

J. D. Zellerbach, San Francisco business and civic leader and alternate United States Delegate to the United Nations Eighth General Assembly, will be honored February 24 at a civic luncheon at the Fairmont Hotel.

Sponsoring organizations will be the Chamber, its World Trade Association and the Northern California Chapter of the American Association for the United Nations.

Zellerbach, who recently returned from the U. N. headquarters in New York, will speak on "A San Francisco Businessman Looks at the United Nations."

Reservations may be made by contacting any of the three sponsoring organizations.



J. D. ZELLERBACH

Chamber Action

Highlights of the Past Two Weeks:

1. Pledged aid to obtain State economy (P. 1)
2. Supported Transit Authority plan (P. 1)
3. Mapped plans for World Trade Week (P. 1)
4. Summarized industry gains for '53 (P. 1)
5. Secured new plant for area (P. 2)
6. Urged Air Academy site (P. 3)
7. Entertained Philippine delegation (P. 3)
8. Planned Education-Business Day (P. 3)
9. Urged international status for San Francisco Airport (P. 4)
10. Recommended highway re-routing (P. 4)
11. Assumed new Commerce Dept. duties (P. 3)

Chamber Dues Deductible

With income tax filing date just around the corner, here's some cheerful news:

"Membership fees or dues paid by individuals and corporations to a chamber of commerce," according to the Internal Revenue Bureau, "are deductible from gross income as a business expense provided the membership is employed as a means of advancing business interests of the individual or corporation."



G. E. TALMAGE

Chamber Supports Governor's Program to Hold Back on New or Increased State Taxes

(Continued from Page 1)

FACTS REGARDING STATE TAX COLLECTIONS

State	Tax Collections (Millions)	Tax Collections as % of Total	Tax Collections Per Capita	Tax Collections as % of Income Payments
48 State Total	\$10,542	100.0	\$68.04	4.2
CALIFORNIA	1,139	10.8	100.04	4.9
Illinois	514	4.9	57.69	2.9
Michigan	582	5.5	86.83	4.8
New York	1,117	10.6	73.58	3.6
Pennsylvania	595	5.6	55.76	3.3

Judd stated, "Each California citizen paid \$100.04 in 1953—the highest per capita in the nation—for support of state government and state assistance to local governments.

"In 1954-55 Californians are threatened with increased taxes despite use of our wartime savings.

"State tax increases and depletion of savings can only be averted through the practice of strict economy in state government while still providing for the essential needs of California's citizens.

"The San Francisco Chamber of Commerce is concerned about our State's fiscal condition. The attached Statement of Policy regarding the State General Fund expresses the Chamber's belief that government economy is a must—NOW!

"The Budget Session convenes on March 1. "NOW is the time to advise your elected representatives on how you feel about economy in state government."

POLICY STATEMENT — State General Fund

THAT THE SAN FRANCISCO CHAMBER OF COMMERCE OPPOSE ANY NEW STATE TAXES OR INCREASE IN THE PRESENT TAX RATES FOR 1954-55 GENERAL FUND PURPOSES.

THAT THE CHAMBER RECOMMEND THAT THE GOVERNOR AND THE LEGISLATURE HOLD THE 1954-55 STATE BUDGET WITHIN THE EXISTING REVENUE STRUCTURE AND AVAILABLE SURPLUS, AND THAT FUNDS TO BE USED ONLY TO THE EXTENT ABSOLUTELY NECESSARY AFTER ALL POSSIBLE ECONOMIES.

IT IS OUR OPINION THAT THIS CAN BE ACCOMPLISHED BY:

1. Requiring State agencies to practice strict economy so as to produce fiscal year-end savings of budget appropriations granted for 1953-54.

2. Curtailing appropriations for capital outlay to the support of only those items urgently required for essential governmental services.

3. Meeting any revenue shortage through

(a) Application of the General Fund surplus after reversion of end-of-year savings balances secured through agency expenditure control in 1953-54 budget (1 above).

(b) Use of any reserve funds that are or may be made available.

The recommendation to use savings is advanced as a temporary emergency method to meet our State's swollen expenses. In so recommending the Chamber reaffirms its opposition to the principle of deficit financing in state fiscal affairs, and urges the Governor and Legislature to expedite the studies now under way to produce for legislative action at the 1955 General Session of the California Legislature a program for reducing the cost of state government by tightening services while still providing for the essential needs of California citizens.

SAN FRANCISCO MEMBERS OF THE CALIFORNIA STATE LEGISLATURE — February, 1954

Senator Gerald J. O'Garra	616 State Bldg., San Francisco
Assemblyman George D. Collins, Jr.	995 Market Street, San Francisco
Assemblyman Charles W. Meyers	417 Font Boulevard, San Francisco
Assemblyman Thomas A. Maloney	350 Missouri Street, San Francisco
Assemblyman Caspar W. Weinberger	3477 Pacific Avenue, San Francisco
Assemblyman Bernard R. Brady	140 Jordan Avenue, San Francisco
Assemblyman William "Cliff" Berry	3747 - 20th Street, San Francisco
(Sacramento Address: State Capitol)	

Chamber Cited for "Keep Green" Activity

The San Francisco Chamber was commended at the recent annual meeting of the Redwood Region Conservation Council for the formation and forest-fire-prevention activities last year of its "Keep Green" Committee — believed to be the first of its kind ever established in a large metropolitan area.

The resolution commending the Chamber stated that the "Keep Green" effort in the state "received a tremendous boost" by the Committee, whose chairman is William Losh.

Chamber Literature Available in Five Major Classifications

Chas. S. Hobbs, Chairman of the Chamber's Research Committee, announced this week that under the title, "More Profits in '54," 62 of the Chamber's 144 publications have been specially classified and made available in the following fields:

1. "Present and Potential Customers for Your Products and Services."
2. "Sources of Supply Close at Hand."
3. "Import and Export Trade Opportunities."
4. "Transportation and Traffic Information."
5. "Business Trends and Economic Data."

He urged Chamber members to avail themselves of whatever publications will benefit them in their business. With few exceptions, they are free to anyone who indicates a legitimate need for them. He also urged that members feel free to consult at any time with Chamber staff persons on special problems in the various fields represented.

Following are the publications available under "Present and Potential Customers for Your Products and Services—To Help You Increase Your Sales." (Editor's note: Publications under the other four classifications will be listed in subsequent issues of BAY REGION BUSINESS.)

PRESENT AND POTENTIAL CUSTOMERS FOR YOUR PRODUCTS AND SERVICES

- A. Manufacturing Field.
 1. Large Manufacturers Directory—manufacturers in the 12 Bay Region counties, employing 100 or more.
 2. San Francisco Manufacturers Directory—By Products: Food, Textiles, Metals & Machinery, Wood, Leather, Rubber, Printing & Paper, Chemicals, Minerals (stone, clay, glass), and Miscellaneous.
 3. Industrial Expansion in San Francisco, Bay Region and N. Calif., Semi-Annual.
 4. Electronic Manufacturers and Research Laboratories, San Francisco Bay Region.
- B. Wholesale Field.
 1. Directory Branch Offices in San Francisco.
 2. Retail Merchants Association Classified List.
 3. Business Lists and Directories.
 4. Business Tips Bulletin (Monthly).
 5. Market Week Showings in San Francisco (Semi-Annual).
- C. Consumers' Market.
 1. Census Tracts of San Francisco — 118 Subdivisions of San Francisco Market.
 2. Population by Regions, Divisions and Western States.
 3. State Population Trends.
 4. Census Retail Trade Areas in San Francisco.
 5. Tourist & Settler List.
- D. Government Purchasing.
 1. Federal Agencies in San Francisco — Bay Area — No. Calif.
 2. Publications of Interest to Federal Procurement Officers.
- F. Service Businesses.
 1. Boarding Houses, Hotels, Motor Courts.
 2. Colleges & Universities, Schools, Art-Craft & Design, Business, Day & Boarding, Music, Private.
 3. Hospitals.
 4. Employers in San Francisco.

Six Years' Work Brings Two New Plants to Peninsula

The decision of Johnson & Johnson, manufacturers of surgical dressings and related products, and their wholly owned subsidiary, Personal Products Corporation, to construct plants on the Peninsula represented the culmination of more than six years of work by the Chamber's Industrial Department.

The \$750,000 Personal Products plant is now under construction at Sunnyvale, and when completed this year will employ 50 persons. Construction is scheduled to start in the next few months on the initial \$1,740,000 unit of the Johnson & Johnson plant in the Belle Haven industrial tract south of Red-

wood City. It will furnish employment for some 300.

Basic information on the Bay Region was furnished the Johnson & Johnson company in May, 1946, by the Chamber's Industrial Department. During the next several years the Chamber supplied information on water supply, California cotton, labor rates and availability.

The Chamber's Industrial Department conferred with Stanford Research Institute regarding optimum sites in the area and suggested names of industrial realtors who could provide aid.

United Support Urged For Air Academy Site

The San Francisco Chamber has called on all California organizations and interests concerned to support a California site for the proposed United States Air Force Academy, according to Chamber Director Clay Bernard, Chairman of the Aviation Section.

Pointing out that California may be at a disadvantage in competing for the academy because it has been unable to unite behind one location, the Chamber suggested united support of Camp Beale "unless the advantages of an alternative California site . . . are demonstrated to be so superior as to merit such united support."

In a renewal of its efforts to secure the proposed Air Academy for California, the Chamber asked consideration of Camp Beale because it was one of seven possible Academy sites selected by an Air Force board in 1950. At that time, the San Francisco Chamber led a campaign to locate the Academy in Northern California.

On January 21, the House of Representatives overwhelmingly approved and sent to the Senate a bill to establish an Air Force Academy similar to the Army's West Point and the Navy's Annapolis. The legislation authorizes \$26,000,000 to start work on the school. Total cost of the project is estimated at about \$175,000,000.

Chamber Given Co-op Role with Commerce Dept.

The San Francisco Chamber has been designated as a Cooperative Office of the Department of Commerce for the purpose of making available to the business public the Department's foreign and domestic trade promotion and information services.

Under the agreement, Department of Commerce publications including Foreign Commerce Weekly, Survey of Current Business, Synopsis of Proposed Procurements and Contract Awards, operating series for Small Businessmen, Technical Reports, the Business Service Check List, and special census publications will be available to the business public at the Chamber's Research Department.

The Chamber will serve all inquirers without regard to industrial, trade and political affiliations, and provide the files, equipment and other office facilities necessary to properly handle the reference material.

The Department of Commerce through its San Francisco office will continue to provide prompt service to manufacturers, wholesalers, retailers, the service trades, financial institutions, trade publishers and associations, on foreign and domestic trade problems within the purview of that Department.

Welcome to Task Force

Chamber President Jesse W. Tapp will be a member of the welcoming committee for the U. S. Navy's Task Force 12, scheduled to arrive in San Francisco Bay February 20.

The Chamber's Armed Forces Section is coordinating efforts to insure an appropriate welcome for the Task Force and will maintain an information booth on the waterfront, J. G. Motheral, Section Chairman, has announced.

Task Force 12 is composed of more than 40 ships with 13,000 men.

Thirteen of the ships, with 6,000 men, will be berthed on the San Francisco side.

Chamber Recommends New Route for State Highway

The Chamber has requested the California State Highway Commission to adopt a proposed re-routing of State Highway 2 to make it extend from the Bayshore Freeway at 12th and Mission Streets to Turk, Franklin and Gough with ramp connections to Oak and Fell at Laguna Street.

The re-routing, recommended recently by the State Highway Engineer, would follow the same general pattern set down in the Highway Commission's earlier freeway plans, but would deviate enough to save some valuable tax lands from being swallowed up in rights-of-way, according to Leonard S. Mosias, Chairman of the Chamber's Traffic and Highway section which just completed a study of the proposal.

Mosias said the proposed re-routing further would permit concentrated traffic volumes from the Bayshore Freeway and the San Francisco-Oakland Bay Bridge to distribute to the western part of the city north of Market Street, using "the most economical route obtainable, and only that private property for rights-of-way which would cause the least hardship."

It would be 1.1 miles of multi-lane double-deck structure, costing an estimated \$13,000,000.

Chamber Entertains Philippine Delegation

The Chamber and World Trade Association this week entertained the first Philippine Trade and Goodwill Mission to the United States at a reception, luncheon, and a series of conferences and plant tours. Chamber Director Clay Bernard greeted the delegation on its arrival last Saturday at the airport.

The 10 Philippine business leaders, headed by Teofilo D. Reyes, vice president of the Chamber of Commerce of the Philippines, were honored at a reception Monday evening at the St. Francis Hotel and a luncheon Wednesday at the Fairmont. Russell G. Smith, chairman of the Program Committee, presided at the luncheon and James S. Baker, WTA president, made an address of welcome.

Industrial Activity in San Francisco and Bay Region at Greatest Peak Since 1945

(Continued from Page 1)

However, said H. H. Fuller, chairman of the Chamber's Industrial Advisory Committee, "Any thoughts of resting on our laurels must not be tolerated. The continued industrial development of San Francisco and the Bay Region will only be successful insofar as we each apply our personal efforts toward attaining success.

"The Chamber's Industrial Advisory Committee expects and welcomes suggestions which will aid its industrial development program."

Totals for December, 1953, and cumulative totals for the entire year of 1953 are as follows:

DECEMBER, 1953			
San Francisco			
— New Plants	\$	—	
2 Expansions		154,000	25 Jobs
2 Projects	\$	154,000	25 Jobs
Bay Region (12 Counties)			
11 New Plants	\$	831,000	

Businessmen Urged to Take Part in "E-B" Day

John A. Remick, Chairman of the Chamber's Business-Education Committee, has announced that San Francisco's fourth annual Education-Business Day is scheduled this year for Friday, April 2. It will be jointly sponsored by the Chamber and the Board of Education.

On that day, representatives of the business community will return the visit paid them by nearly 3,400 local school teachers on Business-Education Day last November.

"Our teachers will tend to measure the business community's interest in school problems in terms of the number of business men and women who participate in this year's E-B Day program," Remick said. "It is very important that we be represented in large numbers so that our interest in educational problems may be clearly reflected."

Invitations and sign-up sheets for the event will be mailed soon to the entire Chamber membership, Remick said.

Urge International Status For S. F. Airport

San Francisco's Airport is in effect an International Airport and should be officially so designated.

Such was the Chamber's claim last week in voting to "take action and support other efforts to secure an official designation of San Francisco Airport as an International Airport and Port of Entry."

Rene A. May, Chairman of the Chamber's World Trade Committee which asked for the action, said:

"San Francisco Airport has long used the designation of International Airport and only recently it was learned that this airport is not officially, on the part of our Government, a port of entry and therefore technically could not be designated as an International Airport. It is felt desirable that the International designation be made official."

May said the Public Utilities Commission is arranging to make application to the appropriate government officials for the official designation, and the Chamber will support the application.

31 Expansions	7,241,000
42 Projects	\$ 8,072,000
Northern California (48 Counties)	
12 New Plants	\$ 1,181,000
34 Expansions	7,649,000
46 Projects	\$ 8,830,000

JANUARY THROUGH DECEMBER, 1953

San Francisco			
9 New Plants	\$	1,104,500	94 Jobs
54 Expansions		16,075,650	566 Jobs
63 Projects	\$	17,180,150	660 Jobs
Bay Region (12 Counties)			
112 New Plants	\$	127,543,900	
324 Expansions		131,491,284	
436 Projects	\$	259,035,184	
Northern California (48 Counties)			
128 New Plants	\$	130,023,900	
368 Expansions		141,278,411	
496 Projects	\$	271,302,311	

Hitting the High Spots

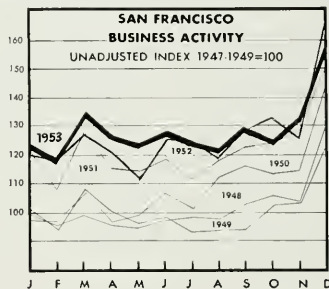
With Walt Brown

MILTON E. BROODING, member of the Chamber's Mfrs. Comm. and dir. of industry relations for Calif. Packing Corp., has been opdtd. by President Eisenhower to the International North Pacific Fisheries Commission—an outgrowth of the Tri-Parte (Japan, Canada, U.S.) Conference. The U.S. Section of the Commission also elected Brooding its chairman. . . HIS EXCELLENCY, MR. RYUJI TAKEUCHI, Charge d' Affaires ad Interim of Japan, Washington, D.C., was guest of honor at a World Trade Assn. luncheon last wk. at which WTA Pres. James S. Baker presided. Takeuchi spoke on Japan's present day economy and trade. . . MAJ. GEN. WILLIAM F. DEAN, Korean war hero and now Deputy Commanding Gen., Sixth Army, was guest of honor at a meeting of the Chamber's Armed Forces Sec., this wk., acc'd to J. G. Motherol, Section Chairman. . . LEONARD MOSIAS, Chairman of the Chamber's Traffic & Highway Sec., described the "present and future" of SF's freeway work last wk. before the Unity Lodge of B'nai B'rith. . . COSMOPOLITAN OPERA CO., a newly-incorporated organization, whose pres. is Campbell McGregor, announces its Spring Opera Season, March 2-19, at the Wor Memorial Opera House, opening with La Traviata. Orders for seats may be mailed to the Opera-Symphony Box Office, Sherman & Clay, Sutter & Kearny Sts. . . BARTLEY & BARTLEY, private investigating firm specializing in insurance and industrial work, has just (1) opened new offices at 821 Market St., (2) finished its first successful yr. of business in SF and (3) expanded operations to LA, where a new branch office has been opened. . . H. R. BASFORD CO., distributors of major appliances including Zenith TV and Whirlpool Washing Machines, announces promotion of Advertising & Sales Prom. Mgr. Thomas Moschler to Merchandising Mgr. . . HOOPER PRINTING & LITHOGRAPH CO. is the new name of the former "Hooper Printing Co." which stresses the fact, long hidden by its name, that the firm does both letterpress and lithograph work. . . CHAMBER GEN. MGR. G. L. FOX recently was the speaker when Oscar Breitenbucher was installed as new pres. of the Monteco Cof C. . . PERRY-GILBERT SAFE CO., exclusive distributors for York Safe & Lock Co., has opened in SF at 63 Page St. with Walter Perry and Craig H. Gilbert in charge. . . PRODUCTION MANAGEMENT ENGINEERING ASSOCIATES has opdtd. Thomas M. Evans, former independent consultant & mechanical engineer, to its staff. . .

S.F. BUSINESS ACTIVITY GAINS

San Francisco Chambergraph

No. 4



NEW ANNUAL HIGH ESTABLISHED IN 1953

Business activity in San Francisco in 1953 established a new annual high that topped the previous year by 1.5 per cent. Nearly every major division of the economy shared in the gains including construction, real estate transactions, trade, manufacturing, employment, financial transactions, utilities, ship arrivals, truck movements and airport and bridge traffic.

The pattern of general business activity in San Francisco last year resembled approximately that of the previous year with these exceptions: the strong months were March, April, May and November, while dips occurred in October and December. The San Francisco Chamber Business Activity Index for December attained 154.6. The 12 months averaged 127.8.

HERE ARE SAMPLES FROM THE CHAMBER'S GENERAL SURVEY, SHOWING GAINS IN ALL MAJOR FIELDS:

Branch of Activity	1953	1952	% Gain
GENERAL BUSINESS ACTIVITY			
S F C of C Index 1947-49 Avg. = 100	127.8	125.9	1.5
CONSTRUCTION PERMITS			
Number	8,655	8,098	6.9
Total Value	61,493,238	46,264,706	32.9
REAL ESTATE			
Deeds Recorded	18,563	18,160	1.1
Mortgages and Deeds of Trust	17,063	16,196	5.4
Amount	164,090,118	141,747,557	15.8
FINANCE			
Bank Debits	37,647,442	36,947,717	1.9
Bank Clearings	27,282,107	26,768,895	1.9
INDUSTRY TREND — 6 Bay Area Counties			
Total Employed	1,027,643	1,015,983	1.1
CARGO VESSELS (S.F. Bay)			
Arrivals	5,099	4,950	3.0
Registered Tonnage	21,045,079	20,197,515	5.7

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Est. 13 or 14.

What's Going On In Committee Meetings

CHEMICAL INDUSTRIES SECTION—February 19, Fairmont Hotel, 12 noon.

Agenda: Discussion of 1954 Program.

TRAFFIC & HIGHWAY SECTION—February 24, Room 200, Chamber, 10:30-12:00 noon.

Agenda: Discussion of Marvin Lewis' no parking ordinance.

KEEP GREEN COMMITTEE—March 2, Room 200, Chamber, 10:35-12:00 noon.

Agenda: Discussion of 1954 Program.

Transportation Institute Planned

Forty national, state and local organizations in California, including the San Francisco Chamber, will join with the Transportation Association of America in presenting, for the first time, a Pacific Slope Institute of Transportation March 10 in San Francisco, it was announced this week.

Agriculture-Business Meet Slated

The Chamber's annual Northern California Agriculture-Business Conference will be held Wednesday, March 31. Assistant Secretary of Agriculture J. Earl Coke, former director of the U.C. Agricultural Extension Service, will be the principal speaker.

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NEW YORK: The New York Times, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

1954 CHAMBER WORK PROGRAM

TO MEMBERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE:

San Francisco is one of the world's great cities. Its unique location, its unrivaled harbor, the miracle of the great bridges which link it directly with the surrounding industrial and agricultural communities, and its cosmopolitan tradition and charm have combined to give our City an international reputation.

Economically it is the center of one of the most rapidly growing areas in the country—the San Francisco Bay region. In a larger sense, it is the focal point of the West—headquarters for manufacturing, retail and wholesale trade, banking, insurance, agriculture, mining, transportation and communications. The City is famous for its opera, symphony, and museums, and at a recreational, entertainment and scenic center for travelers.

Already a great financial and commercial center, its port facilities give it the opportunity of becoming the center of a greatly expanded sea-borne commerce with other ports of the United States and with all the nations of the Pacific.

These hopes will not be realized without hard work and the intelligent solution of the manifold problems which our rapid growth has brought and will continue to bring to our City.

The San Francisco Chamber of Commerce is conscious of the problem and aware of the unmatched opportunity. It proposes in 1954 not only to carry on those activities through which it fulfills its general obligations to its membership and the community (see Pages 2, 5, 6) but to establish a special program of priority objectives.

During 1954 the Chamber's Priority Program of Objectives is in two fields:

A. Economic Growth through

- 1. New factory jobs;*
- 2. Increased domestic trade;*
- 3. Two-way world commerce;*

B. Community Development through

- 1. More parking facilities;*
- 2. A better transit system;*
- 3. Additional convention facilities.*

In the pages that follow, you will find the Priority Program, the complete Work Program, and identification of those citizens who will lead your Chamber's Program for Progress in 1954.

JESSE W. TAPP, President

PRIORITY PROGRAM OF OBJECTIVES

ECONOMIC GROWTH

To help economic growth, the San Francisco Chamber of Commerce will endeavor to:

1. Create new factory jobs by:

a. Selective direct-by-mail and personal selling campaigns to industrial leaders in all parts of the country on the advantages and opportunities of locating in San Francisco and the Bay Region.

b. Attracting new factories and encouraging present manufacturers to expand.

c. Providing new industrial land.

2. Increase San Francisco's domestic trade by:

a. Promotional literature on San Francisco's market facilities and advantages distributed to buyers, wholesalers, agents and store owners in major trade centers of the United States, Canada, Latin America and the Orient.

b. A direct-mail campaign to a large number of national firms encouraging establishment of branch or sales offices in San Francisco.

c. Field surveys and reports to San Francisco businessmen on trade area opportunities for San Francisco products.

d. Work with leading federal procurement groups to foster government purchasing from San Francisco sources.

e. Supporting Market Weeks to present to buyers San Francisco merchandise.

f. Sponsorship of tours of businessmen from key trade area cities to see San Francisco's facilities and arrange for San Francisco businessmen to visit trade area communities for improved trade relations.

3. Expand two-way world commerce through the port of San Francisco by:

a. Promoting trade between the United States and other nations of the world, particularly that trade for which San Francisco is the logical marine terminal because of its position on the Pacific Basin and the West Coast of America.

b. More action to meet the competition of Atlantic and Gulf ports.

c. Getting the facts to potential shippers on San Francisco's labor and cost conditions, facilities and the advantages of moving goods through this port.

COMMUNITY DEVELOPMENT

In order that San Francisco may properly accommodate its present residents, workers and visitors and be attractive to settlers, these Community Development objectives have priority:

1. Adequate and economical parking facilities.

2. Improved and efficient transit system.

3. Additional convention facilities.

These objectives will be accomplished by:

1. Securing agreement by civic and governmental leaders on obtainable goals and methods for reaching them through coordination of activities of all agencies concerned.

2. Educating the community on suggested plans.

3. Formulating and conducting campaigns to support action by appropriate official bodies to put plans into effect.

OPERATIONS PROGRAM—By Departments

1954 --In addition to its Priority Program, the San Francisco Chamber of Commerce will adhere, so far as possible, to an Operations Program to be directed by its appropriate Committees and Sections through its departmentalized staff in accordance with the purposes (•) set forth in each field. (See below, and Pages 5 and 6.)

(NOTE: Names under the Sections denote Section Chairmen.)

AGRICULTURE

J. W. MAILLIARD, III, Committee Chairman



Improve the welfare of agriculture and foster good will and understanding between San Francisco and neighboring farm regions.

Produce Market Site Section:

RAY B. WISER

Range Reclamation Section:

THOR W. CHRISTENSEN

Livestock Exhibitions Section:

CARL L. GARRISON

Nominating Section:

JOHN LAWLER

J. W. MAILLIARD, III

- Continue activities to create plan to give San Francisco a modern and efficient wholesale produce terminal.
- Hold conferences of business and agricultural leaders for discussion of mutual problems and to establish friendlier urban-rural relations.
- Promote distribution of "Hills of Grass" film showing how useless California brush land may be turned into productive range land.
- Sponsor the Annual Livestock Trophy to be presented to the outstanding livestock man of the year during 1954 Grand National Exposition, support the Grand National Junior Livestock Exposition and arrange "San Francisco Chamber Night" at the Grand National.

DOMESTIC TRADE

JAMES E. HOLBROOK, Committee Chairman



JAMES E. HOLBROOK

Develop San Francisco as the market center of the West by aiding the establishment of new distributive firms and by service to existing businesses; encourage the sale and distribution of San Francisco-made products; enhance good trade area relations.

Alaskan Affairs Section:

HARRY R. SMITH

Hawaiian Affairs Section:

GEORGE F. HANSEN

Inter City Section:

STANTON HAIGHT

Great Golden Fleet:

DAN E. LONDON

- Give businessmen individual help on marketing problems, market data, availability of commodities, etc.
- Operate personal service center for requests on where to purchase goods and services, constantly enhancing San Francisco as a place to shop.
- Publish up-to-date directories of San Francisco manufacturers, wholesalers and products for distribution to prospective buyers.
- Publish lists of manufacturers seeking additional outlets, making their interests known in new territories for the purpose of establishing representation with reliable outlets.
- Identify and correct weaknesses and deficiencies in servicing and supplying San Francisco's trade areas.
- Develop facts and figures on market area to aid San Francisco firms.
- Send good-will representatives to various cities in trade area to determine by first-hand conversation the relationships that exist between San Francisco and the cities visited.
- Furnish Managers of Chambers of Commerce in the Western United States guest membership cards in the San Francisco Chamber of Commerce.
- Staff Central and Northern California Chamber of Commerce Executives meetings and administer activities of group.
- Maintain information file to assist trade relations with Alaska and Hawaii.
- Continue distribution of "Meet San Francisco" pamphlet.
- Make known new business opportunities by publishing monthly "Business Tips" bulletin.
- Develop information upon request, regarding availability of supplies, competition, etc.
- Maintain file of 125,000 products giving names of manufacturers and local suppliers.

CIVIC DEVELOPMENT

ALAN K. BROWNE, Committee Chairman



ALAN K. BROWNE

Enhance the City and County of San Francisco through studies and recommendations on current and proposed municipal programs in such fields as traffic, street and highway improvements, fire fighting facilities and regulations, land use and other phases of City planning, zoning, public buildings and transit facilities.

Fire Safety Section: WILLARD E. ABEL

Mass Transit Section: ALAN K. BROWNE

Traffic and Highway Sect.: LEONARD S. MOSIAS

- Cooperate with Traffic Conference for continued improvement of traffic system.
- Study ways and means of filling Channel Street waterway to produce additional usable land.
- Assist in expediting Western Addition, Diamond Heights and South-of-Market redevelopment projects.
- Continue work with California Highway Commission and State Division of Highways, presenting freeway and highway needs to obtain funds for right-of-way and construction work on the Bayshore and Embarcadero Freeways.
- Review and recommend changes in proposed San Francisco Zoning Ordinance.
- Consider advisability and feasibility of regulating merchandise delivery hours in downtown area to effect a more efficient flow of traffic.
- Study methods to bring about coordination of street repair work to eliminate work repetition and traffic delay.
- Seek further improvements in the city's fire protection system to realize a more advantageous rating and effect reduced insurance premiums.

INDUSTRIAL

H. HARRISON FULLER, Industrial Advisory Committee Chairman



H. HARRISON FULLER

Advance San Francisco and the Bay Region as the best location for many types of factories and as a center for processing western raw materials, while working to improve local, state and national conditions under which San Francisco Bay Region manufacturing is conducted.

Industrial Development Committee:

JAMES Q. BRITT

Manufacturers Committee:

JOHN B. WATSON

Chemical Industries Section:

M. H. SCOTT

- Electrical Industries Section: (To be announced)
- Mining Committee: PHIL R. BRADLEY, JR.
- Special Projects Committee: GLEN IRELAND
- Building Code Section: HENRY J. DEGENKOLB
- Develop and circulate location factor reports and special reports.
- Extend negotiation and consultation service to industrial prospects.
- Determine and make known the availability of factory sites and buildings.
- Publicize facilities for manufacture of new products.
- Work in behalf of redevelopment projects, area zoning for industrial usage, relinquishment of federally-owned war housing, and reclamation of tide and submerged lands.
- Offer sites and buildings for relocation of manufacturers and distributors displaced by freeway improvements.
- Encourage placement of new products and sub-contract work with local manufacturers.
- Assist Superintendent of Building Inspection in amending and keeping current building code, proposing establishment of a non-political technical advisory and appeal board on building code matters.
- Stimulate interest among local manufacturers in Bay Area Science Fair.
- Cooperate with State Division of Mines on projects to encourage Northern California mineral resources development.
- Continue activities with mining groups to further the exploitation and development of California's mineral resources.
- Continue effort to obtain a complete water plan for Bay Region.

Task Force 12 Thanks Chamber for Welcome

Efforts by the Chamber to make 18,000 Navy men from Task Force 12 feel "at home" in San Francisco February 20-22 were praised last week by Rear Admiral M. T. Curtis, the group's commander. In a letter to Chamber President Jesse W. Tapp, he offered "sincere appreciation for many courtesies" and continued:

"Your assistance in obtaining pier space... is particularly appreciated. This arrangement not only facilitated the landing of liberty parties but also made it possible for visitors to come aboard the ships quickly and easily."

"The enthusiastic welcome of our ships... was truly heartwarming. This short visit has been a memorable occasion for each of us, and I trust we may again have the opportunity of returning to San Francisco in the not too distant future."

Mr. Tapp was on the welcoming committee and the Chamber's Armed Forces Section chairmanned by J. G. Motheral set up and maintained an information booth for the Navy personnel on Pier 18.

Management Conference Opens Here Next Tuesday

Charles S. Hobbs, Chamber First Vice President and President of Hale Bros. Stores, is one of eight San Francisco business leaders supervising plans for the National General Management Conference of the American Management Association at the Fairmont Hotel March 9-12.

More than 1,000 high-ranking business and industrial executives are expected to attend the conference. The Hon. James P. Mitchell, Secretary of Labor, will be the principal speaker at a dinner meeting March 11. He will report on national labor policies and economic progress.

Conference topics will include organization and control, company operating problems, and specific issues in marketing, personnel and public relations.

Transportation Meet In S. F. This Month

Representatives of industry, agriculture, transportation and finance from all key points of the nation will convene in San Francisco March 10 for the Pacific Slope Institute of Transportation to be sponsored by 40 organizations including the San Francisco Chamber of Commerce.

Basic transportation problems and broad trends affecting the country's economy will be discussed. Major subjects will be the "time-lag" issue on the matter of delay in adjusting rates of common carriers to meet increased operating costs, effect of unprofitable services, and federal transportation expense taxes.

Dr. Wilson M. Compton of New York, president of the Council for Financial Aid to Education, will be the principal speaker. Chamber President Jesse W. Tapp will preside throughout the one-day session.

The event is planned as part of a national Transportation Association of America (TAA) education program, according to F. W. H. Beauchamp of San Francisco, TAA's Western Area Vice President.

There will be no fee for the Institute, but luncheon reservations should be made at the local TAA office, 26 O'Farrell St.

ON THE JOB... In the Legislature

The San Francisco Chamber has established liaison with the 1954 California State Legislature and will maintain close contact with all activity in the capital in behalf of San Francisco's interests, Chamber General Manager G. L. Fox announced this week.

"Through our Legislative Representative, we will be apprised of all proposed legislation," Fox said. "We will follow our usual policy of referring all projected legislation affecting San Francisco and the Bay Region to our appropriate Committees for thorough study and for recommendations by our Board which in every case will reflect the very best interests of our citizens."

Major legislative items to appear before this year's Legislature are in the fields of liquor control reforms, a billion-dollar-plus State Budget, unemployment insurance, and, before a special session: another bond issue under the Veterans Farm and Home Loan Purchase Act; further State bonds for school construction; repeal of the Torrens Title Act; retirement allowances for teachers; short-term financing of water districts, and many other issues.

Chamber Literature Gives Supply Sources

"Lower costs will improve your position in the returned competitive market."

Such was the reason cited this week by James E. Holbrook, Chairman of the Chamber's Domestic Trade Committee, that every businessman should have copies of the Chamber's publications under the heading "Sources of Supply Close at Hand."

The second of five major classifications of publications available to members free of charge, the group under "Sources of Supply" offers, among other things, names of firms that can "meet your requirements at lower cost with merchandise similar in quality to what you are now getting from eastern suppliers," according to Holbrook.

"The more business you do with local firms, the more money there is in the community for your company," he said.

Here are the publications available under this particular heading:

- SOURCES OF SUPPLY CLOSE AT HAND**
To Help You Lower Your Costs
1. Business Lists and Directories.
 2. Large Manufacturers Directory—Manufacturers in the 12 Bay Region Counties, employing 100 or more.
 3. Industrial Expansion in Bay Region, by counties (Semi-Annual).
 4. San Francisco Manufacturers Directory—By products: Foods, Textiles, Metals & Machinery, Wood, Leather, Rubber, Printing & Paper, Chemicals, Minerals (Stone, Clay, Glass), and miscellaneous.
 5. Directory Branch Offices in San Francisco.
 6. Electronic Manufacturers and Research Laboratories, San Francisco Bay Region.
 7. Market Week Showings in San Francisco (Semi-Annual).
 8. Business Tips Bulletin (Monthly).
 9. Agriculture Organization Directory.
 10. Business Organization Directory.
 11. Industrial and Trade Organization Directory.

REVISED AGENTS DIRECTORY
The Manufacturers' Agents Directory, issued by the Chamber's Domestic Trade Department, has been completely revised and now lists some 757 firms serving the Western states. Shown are products handled and areas covered. The Manufacturers' Agent form of distribution represents an important segment of San Francisco's economy with sales estimated to be substantially in excess of 800 million dollars a year.

Chamber members may obtain copies of the directory by calling the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

Chamber Takes Stand On T-H Amendments

The San Francisco Chamber has voted to support six points of President Eisenhower's 14-point recommendation to Congress for amendment of the Taft-Hartley Act, raised "serious question" about six, and adopted a "neutral position" on two.

Expressing the belief that the Taft-Hartley Act "has never operated in an atmosphere which has permitted it to function as intended by Congress," the Chamber recommended "a critical and judicial re-appraisal of the NLRB... with a view to establishing and maintaining an impartial body of maximum efficiency and effectiveness."

The Chamber's Board took the action on recommendation of a special joint Committee made up of representatives of the Chamber's Agricultural, Domestic Trade, Legislation and National Affairs, and Manufacturers Committees, and the Federated Employers of San Francisco.

Recommendations to be supported are those that would (1) make clear the right of free speech; (2) protect the parties from having to reopen a contract during its term; (3) make the standards for welfare funds adequate; (4) clarify the authority of the states to deal with emergencies that affect the health and safety of their citizens, and with respect to overall problems of federal-state jurisdiction; (5) continue communist disclaimer affidavits, making the requirement also applicable to employers; and (6) give employees the right to express their free choice about strikes by secret ballot under government auspices.

"Serious questions" were raised about six other proposals that would: (1) make changes in the provisions about boycotts; (2) make possible the reconvening of boards of inquiry under national emergencies so they could make recommendations for settlement; (3) permit pre-hire contracts and union-shop contracts within seven days after employment in the construction, amusement and maritime industries; (4) make check-off valid for period of contract unless the employee sooner revokes; (5) make common law rules of agency applicable; and (6) restrict rights to petition for an election during an economic strike.

What's Going On In Committee Meetings

SAN FRANCISCO INTERNATIONAL AIRPORT DEDICATION AND FLIGHT FESTIVAL COMMITTEE— March 5, Wine Room, Administration building, San Francisco Airport, 12:15 p.m.

Agenda: Discussion of new terminal building.

BUILDING CODE SECTION— March 5, Commercial Club, 12:15 p.m.

Agenda: Discussion of proposal for technical board of commerce.

BUSINESS - EDUCATION COMMITTEE— March 8, Room 200, Chamber, 11:00-12 a.m.

Agenda: Discussion of initial phases of "E-B Day," April 2.

AGRICULTURAL COMMITTEE— March 9, Cirque Room, Fairmont Hotel, 12 noon

PRODUCE MARKET SITE SECTION— March 9, Room 200, Chamber, 10:40 a.m.

Agenda: Discussion of produce market terminal.

SAN FRANCISCO MUNICIPAL CONFERENCE— March 10, Room 200, Chamber, 5:00 p.m.

Agenda: Discussion of proposed charter amendment covering employees' retirement system.

AVIATION COMMITTEE— March 12, Drake Wildshire Hotel, 12 noon

Agenda: Discussion of air academy site.

FAXATION TAX COMMITTEE— March 17, Room 200, Chamber, 10:40 a.m. p.m.

Agenda: Discussion of U.S. on inheritance. William Schroeder, Executive Secretary of State Committee on State and Local Taxation, will be guest.

General Business Activity

Report by the Research Department

January, 1954

TREND

San Francisco Bay Area business activity in January made a good showing in relation to January a year ago, particularly in the light of two influential factors which tend to throw the year-to-year comparison off balance: (1) the transition in the Korean situation since last year; (2) January this year had only 21 banking days or one less than a year ago and the retail field had one less shopping day.

EMPLOYMENT

San Francisco-Oakland Metropolitan Area total employment in January at 1,003,900 persons, came within 0.7% of last January's level. Four industrial groups reported increases in employment over a year ago including: retail trade with 172,400, up 0.7%; service with 209,500, up 2.5%; finance, insurance and real estate with 64,400, up 0.8%; and agriculture with 17,700, up 7.3%. "Miscellaneous" showed no gain. Decreases were reported by five industrial groups including manufacturing with 206,700, down 1.1%; transportation with 113,100, down 2.2%; contract construction with 61,000, down 3.3%; wholesale trade with 70,700, down 0.6%; and government group with 85,000, down 8%.

GAINS AND LOSSES

There were several January-to-January gains in San Francisco activities but our index at 118.5 was off 3.6%. The gains include new residential permits, up 38%; postal receipts, up 31%; plane traffic, up 5%; passengers, up 3%; and air freight, up 1%; Port of San Francisco intercoastal revenue tonnage, up 38%; residential water consumption, up 2%; Golden Gate Bridge vehicle crossings, up 6%; and the number of commercial failures were one-third fewer. Decreases were reported in both the Bay Area and the Twelfth District bank debits, amounting to 4%; department store sales in San Francisco, the Bay Area, and Northern California were off 8% and, in the District, 9%. Registered tonnage of San Francisco Bay ship arrivals was off 1%; fruit and vegetable receipts, off 14.9%; truck movements, off 1.1%; and Bay Bridge traffic was down 0.1%.

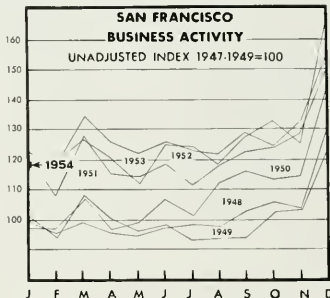
FINAL YEAR-END TRENDS

Trade — Department and apparel store sales in the San Francisco-Oakland Metropolitan Area, in California and the 12th District came through 1953 at the same level as in 1952, according to the Federal Reserve Bank of San Francisco; stocks in the Metropolitan Area were 1% above a year ago but orders outstanding were down 21%. Cash and

C.O.D. sales accounted for 41% of the December department store sales, Regular Charges, for 44%; and Installment pur-

Banks — San Francisco banks as of December 31, 1953, had total deposits of \$11,223,765,939, an increase of \$265,940,222 over 1952; time deposits of \$5,290,580,378 were up 6% but demand deposits of \$5,933,185,561 were down 0.6%; and resources of \$12,261,969,182 showed an increase of \$323,570,584.

Growth — The San Francisco Bay Region, presently with about 3,700,000 persons, can reasonably expect to have an additional 120,000 persons a year hence. To meet the demands of the present market and the increase is a continuous challenge to each individual in the area to recognize the opportunities at hand and claim a share in the accomplishment. The field of housing for newcomers and new family formations in this region this year is expected to create a need for at least 34,000 additional dwelling units. The dwelling unit is one of the most basic requirements in the expanding economy but is relatively a small part of the chain of activity related to the continuing needs of the residents.



chases, for 15% compared to 42%, 45% and 13% respectively a year ago.

Pacific Coast Merchant Wholesalers' dollar sales for year 1953 were 2% above the previous year compared to 3% in the nation.

JANUARY BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY		JANUARY 1954	JANUARY 1953	% FROM 1953
*GENERAL BUSINESS ACTIVITY 1947-49, av.=100		118.5	122.9	-3.6
CONSTRUCTION PERMITS	Total Number	550	701	-20.5
Residential, New	Value	2,800,170	4,008,438	-30.1
Dwelling Units	Value	915,875	634,980	44.2
Single-Family Units, New	Number	21	66	-67.9
Non-Residential, New	Value	107,500	2,405,882	-95.8
Addns., Alterations and Repairs	Value	874,082	967,636	-9.7
REAL ESTATE—Deeds Recorded	Number	1,517	1,509	-12.8
*RETAIL DEPARTMENT STORE SALES	Index	94	99	-5.1
FINANCE—Bank Debits	\$	2,866,587	2,948,509	-2.8
Postal Receipts	\$	5,014,035	2,308,182	40.6
S. F. Stock Exchange	Shares Traded	1,009,511	1,538,807	-24.6
Market Value \$		20,930,024	18,918,757	10.6
COMMERCIAL FAILURES	Number	8	12	-33.3
INDUSTRY TREND—6 Bay Area Counties	Total Employed (Number)	1,003,900 (P)	1,010,700	0.7
Manufacturing		206,700 (P)	209,000	-1.1
Construction, Contract		61,000 (P)	63,100	-3.5
Finance, Ins., Real Estate		64,400 (P)	63,500	0.8
Retail Trade		172,400 (P)	171,200	0.7
Wholesale Trade		70,700 (P)	71,100	-0.6
Service		209,500 (P)	204,100	2.5
Trans., Comm. & Utilities		113,100 (P)	115,500	-2.3
Agriculture		17,700 (P)	16,500	7.3
Govt.—Fed., State, City		85,800 (P)	95,400	-9.6
Other		5,000 (P)	2,500	0.0
TRANSPORTATION—Frt. Car Movements	Number	12,040	11,754	17.8
S. F. Airport—Planes In and Out	Number	10,000	9,625	1.8
Passengers Off and On	Number	143,296	138,908	3.7
Air Mail Loaded & Unloaded	Lbs.	2,338,558	2,306,462	1.0
Air Express Loaded & Unloaded	Lbs.	501,314	537,164	-6.5
Air Freight Loaded & Unloaded	Lbs.	1,114,100	1,101,100	0.9
*Tol. Movement S. F. Air	Index	1,987	1,980	0.4
Out-of-State Passenger Car Entries into No. Calif.	Index	135,133	135,133	0.0
PORT OF SAN FRANCISCO—Revenue Tons	Total	135,133	135,133	0.0
Coastwise	Revenue Tons	13,555	13,555	0.0
Intercoastal	Revenue Tons	11,469	11,469	0.0
Foreign	Revenue Tons	111,109	110,109	0.9
CARGO VESSELS (S. F. Bay)—Arrivals	Number	65	124	-5.3
Millions of Registered Tons	Index	1,437	1,437	0.0
UTILITIES Ind and Comm. Gas Sales	Cu Ft	841,600,000	1,041,048,800	-19.1
*Elec. Energy Sales—K.w. hours	Index	14	14	0.0
Water Consumption—Comm. and Ind	Cu Ft	155,500,000	155,000,000	0.3
NEW DEVELOPMENTS—Tourist and Settler	Inq No.	1,100	1,100	0.0
Bay Bridge Vehicle Crossings	Number	1,100	140,174	-98.7
Golden Gate Bridge Vehicle Crossings	Number	88,174	1	4.0
FRUITS AND VEGETABLES RECEIPTS	Cars	381	1	4.0
LIVESTOCK SLAUGHTER (Imp. Dist.)	Number	1,500	1,500	0.0
*S. F. LIVING COSTS—All Items	Index	118.5	122.9	-3.6

San Francisco Bay Area, compiled from various sources, including the U.S. Census Bureau, the Federal Reserve Bank of San Francisco, and the San Francisco Chamber of Commerce.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

PORT PROMOTION

PAUL A. BISSINGER, Committee Chairman



PAUL A. BISSINGER

Encourage community-wide support of plans to promote the improvement and progress of the Port of San Francisco to assure an increased movement of traffic through the Port.

- Stimulate interest in the Port of San Francisco by bringing its special facilities and capabilities to the attention of local, national and foreign shippers, newspapers, periodicals and other media.
- Correct, with factual information, misunderstandings which exist concerning the Port of San Francisco.

SPECIAL EVENTS

Plan and execute special events that reflect the business community's interest in San Francisco's economic and social welfare and bring about a better understanding of America's economic system.

Business-Education Day Committee: JOHN A. REMICK

"Keep Green" Committee:

WILLIAM J. LOSH

- Promote a greater appreciation of the American economic and educational systems by sponsoring with the Board of Education the 5th Annual Business-Education Day and the 4th Annual Education-Business Day.
- Through Keep Green Committee, campaign for forest fire prevention.

RESEARCH

CHAS. S. HOBBS, Committee Chairman



CHAS. S. HOBBS

Work to recognize significant economic trends and to share the findings at industry and community levels; provide major centralized facility for basic information sources and economic data regarding business and industry resources of San Francisco and other Western market areas.

- Provide counseling service for member firms, business opportunity seekers, potential investors in San Francisco, market research agencies, trade journals, chambers of commerce, trade associations, governmental agencies and many other groups seeking economic information regarding San Francisco's resources.
- Prepare and publish "San Francisco and the Bay Area, An Economic Survey and Yearly Review" to provide an annual cross-section of useful and basic data on major divisions of the City's activities.
- Maintain directories of more than 1,000 local organizations and associations and leading civic and governmental agencies in San Francisco of interest to Chamber membership. Periodically compile special lists relating to activities in the business, education and social fields.
- Survey and report monthly on developments in the business and industrial fields in San Francisco and the Bay Area.
- Supply basic economic data regarding San Francisco for the large volume of written inquiries, and act as clearing house to channel requests to private and governmental agencies involved.
- Provide a map folder for industrial prospects, investors and tourists to San Francisco including a handy guide of what to see and do.

PUBLIC AFFAIRS

ROBERT H. GERDES, Committee Chairman



ROBERT H. GERDES

Study public questions regarding Aviation, Armed Forces, Public Health, State and Federal Taxation and Expenditures and other matters of law and governmental regulation and administration, recommending Chamber action based on the public interest.

Armed Forces Section: J. G. MOTHERAL

Aviation Section:

CLAY BERNARD

Legislative and National Affairs Section:

VINCENT CULLINAN

Public Health Section:

(To be announced)

Tax Section: HENRY C. JUDD

AVIATION

- Point out to international air carriers, now using or contemplating the use of the San Francisco International Airport, the advantages they will enjoy by utilizing this facility as opposed to any other major West Coast air terminal.
- Work to improve the competitive position of the San Francisco International Airport.
- Seek revision of airline timetables to show time saved in proceeding from downtown San Francisco to International Airport resulting from Bayshore freeway improvements.
- Host Tri-City Aviation Conference of Los Angeles, Oakland and San Francisco aviation leaders.
- Cooperate in campaign to locate proposed Air Academy of the West in Northern California.
- Encourage distribution, through schools, of material on the aviation industry — its role in our economy and the opportunities offered for careers.

ARMED FORCES

- Sponsor Annual Armed Forces Day luncheon honoring military personnel in the San Francisco Bay Area.

LEGISLATIVE AND NATIONAL AFFAIRS

- Review findings of the House Ways and Means Subcommittee studying extension of social security, supporting legislation to improve the system while offering adequate protection to employers and workers.
- Analyze proposals for amending the Constitution to curb treaties and executive agreements affecting constitutional rights, developing policy and the most desirable action with respect to these proposals.
- Continue to study and recommend action on proposed legislation in Anti-Trust field.
- Continue program encouraging Chamber membership to advise their elected representatives as to how legislative issues affect their business, industry and community.
- Study legislation proposed for action at the 1954 Budget Session of the California Legislature, recommending Chamber policy on matters vital to San Francisco business interests for presentation to state legislators and legislative committees.

- Study ballot propositions appearing on the November 2, 1954 General Election ballot recommending Chamber action.
- Watch legislative proposals advanced for action by Board of Supervisors recommending Chamber action on matters vital to commercial and business interests.
- Prepare and distribute "Know Your Elected Representatives and Get Them to Know You."
- Prepare and distribute Roster of Federal, state, and local government officials.
- Keep membership informed upon important issues before Congress, State Legislature and Board of Supervisors.
- Represent Chamber during 1954 Budget Session of the California Legislature.
- Provide legislative information: i.e., meetings of interim committees and agenda matters, maintain state legislative library to include copies of all bills, resolutions, amendments and reports.
- Follow interim committee activities to identify those subjects requiring Chamber action.

PUBLIC HEALTH

- Study and recommend action on health problems of the aged, occupational health and home safety.
- Co-sponsor with the Community Chest a Hobby Show for older people to improve the mental health of the aged and to focus public attention on the needs involved in the care and rehabilitation of the aged.

TAX

- Continue support of the Chamber's policy calling for a balanced federal budget by limiting spending to revenues collected.
- Study reports of President's Commission on Intergovernmental Relations and Commission on Government Operations and support those proposals eventually deemed to be most desirable from both the national point of view and their effect on state and local conditions.
- Study, in light of business trends, state expenditure needs and anticipated revenue, recommending possible economies to the adoption of a 1954-55 state budget without new or increased taxes.
- Cooperate with the Senate Interim Committee on State and Local Taxation in its study of taxicab inventories.
- Cooperate with the Special Senate Sub-Committee studying the taxation of cotton to seek an equitable solution.
- Study ballot propositions appearing on the November 2, 1954 General Election ballot, recommending Chamber action.
- Work with city officials and school officials to assist in solving the financial problems confronting taxpayers, opposing any unwarranted expansions of governmental services which would cause increase in local taxes.
- Prepare and distribute tax calendar of Federal, state and local tax requirements with filing dates of same.
- Prepare and distribute a summary of major tax laws of California and San Francisco.
- Prepare and distribute information on San Francisco tax rate and inventory assessment practice compared with selected cities in the San Francisco trade area.

PUBLICITY

J. G. MOTHERAL, Committee Chairman



J. G. MOTHERAL

Publish and advertise the City and County of San Francisco and its economic and cultural development locally, nationally and internationally, for the ultimate benefit of local business; inform members and the public as to the aims, action and accomplishments of the Chamber.

- Supply news concerning the city's business development to local, national and foreign newspapers, magazines, trade journals and radio and television stations and networks.
- Supply photographs, special information and literature to San Francisco to publications and persons all over the world.
- Prepare special stories regarding San Francisco as requested by domestic and foreign publications.
- Prepare and publish "Bay Region Business," the Chamber's fortnightly house organ, informing members of Chamber action, projects and goals.
- Keep the general public and members informed about Chamber work through regular releases to newspapers, other publications, and radio and television stations, and through the writing and placing of special stories with media requesting them.

TRANSPORTATION

DANIEL J. MCGANNEY, Committee Chairman



DANIEL J. MCGANNEY

Assure San Francisco of adequate rail, water, highway and air transportation services at just and reasonable rates and fares which will attract and hold industry, business volume, port traffic and tourist travel.

- Make rate studies to aid in attracting new industries and protect existing business.
- Oppose rigid mileage basis and elimination of volume less-than-carload rates in Mountain Pacific and Transcontinental Class rate cases.
- Preserve San Francisco's competitive position in cases involving rates between Los Angeles and the Bay Area on the one hand, and the Pacific Northwest, on the other.
- Work toward establishment of proper relationship of trans-Pacific rates from Atlantic, Gulf and Pacific coasts.
- Support all proposed rate adjustments which would facilitate flow of traffic through the Port of San Francisco.
- Take part in cases before the Public Utilities Commission of California involving state-wide or regional minimum rates.
- Participate in Public Utilities Commission investigation of highway carriers regulation and endeavor to secure sound interpretation of existing transportation law.
- Continue to screen all rate dockets and new tariff matters in the protection of San Francisco's interests.
- Work for sound national and state transportation policies, opposing governmental encroachment on private operation of transportation facilities and legislation which would impair the independence of regulatory bodies.
- Support legislation to promote an adequate American Merchant Marine.
- Study all pending legislation in Congress and the State Legislature pertaining to transportation and take action thereon as the interests of the community dictate.
- Maintain file of 650 tariffs on all forms of transportation.
- Maintain directories of shipping, common carrier truck lines and other transportation media serving San Francisco as well as schedules, guides and related reference material.

WORLD TRADE

RENE A. MAY, Committee Chairman



RENE A. MAY

Promote expansion of two-way commerce for the Port of San Francisco through educational and service programs; distribute current commercial information on San Francisco and its port facilities and services throughout the world.

Appeals Committee:

HARRY L. EVANS

Arbitration Committee:

C. H. KROLL

Foreign Trade Zone Committee:

RAY C. ROBINSON, SR.

School of World Business and Technical

Advisory Committee:

OLAF C. HANSEN

1954 World Trade Week Committee: GEORGE E. TALMAGE

- Conduct annual observance of World Trade Week in order to inform the public and business leaders of this area of the opportunities to carry on trade and of the importance of world trade and travel in the over-all economy of northern California and the nation.
- Promote and publicize the services and facilities of the Foreign Trade Zone. Foster expansion of the Zone's physical facilities while seeking improved operations and review of Zone and Customs regulations to achieve the objectives of the Zone law for increased trade.
- Extend continued cooperation to the World Trade Center Authority, the World Trade Center, Inc., and the Board of State Harbor Commissioners toward reconstruction of the northern portion of the Ferry Building to house the first unit of the World Trade Center and to promote the occupancy of these facilities.
- Study current problems in import and export of fish products, secure solution to increase port commerce of fishery products.
- Publish International Bulletin for the purpose of exploiting foreign markets.
- Implement Chamber's World Trade Policy by supplying copies to national committees, commissions and elected representatives.
- Promote wider use of arbitration in international commercial transactions and conduct such arbitrations as required when disputes arise.
- Continue services to local traders, agencies servicing world trade, foreign government representatives, visiting groups of foreign government officials and businessmen, to foster San Francisco's trade relations with the world.

RETAIL MERCHANTS ASSN.

J. HOWARD PATRICK, President



J. HOWARD PATRICK

Work to protect and improve San Francisco retail industry, furnishing information about subjects concerning the City's retail interests.

- Appear before Board of Supervisors and City departments in the interest of the Association and continue to cooperate with state and national associations on all legislative matters affecting retailers.
- Distribute Calendar of Events, Retail Merchants classified list, district merchants association and other lists and bulletins regarding store hours, merchandising rulings, civic drives and general information pertinent to the trade.
- Supply information and cards on City and State sales taxes.
- Hold Spring and Fall salesmanship courses to improve merchandise techniques of sales personnel.

ADMINISTRATIVE ACTIVITIES

Through the Administrative Department, the Chamber will endeavor to:

- Sponsor special membership luncheons to present eminent speakers in significant subjects.
- Cooperate in arranging and conducting the 10th Annual Convention of the American Chamber of Commerce Executives, a professional society which has not previously met in San Francisco.
- Coordinate activities of Chamber's Shipbuilding Committee working on behalf of Bay Area shipyard construction, repair and conversion projects.
- Cooperate in matters pertaining to arts and music to assure cultural development of community.
- Maintain representation in San Francisco Municipal Conference.
- Continue operation of Grain Inspection Department.
- Provide funds, office facilities and accounting services to San Francisco Junior Chamber of Commerce.

COMMITTEE CHAIRMEN

Executive Committee: Jesse W. Lapp
Finance Committee: Marco J. Hellman
Arts and Music Committee: W. G. Merchant
Shipbuilding Committee: W. P. Fuller, III

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

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Bay Region Business

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Coke Talk to Highlight Agriculture-Business Conference March 31

A distinguished group of leaders in both business and agriculture, headed by The Honorable J. Earl Coke, Assistant Secretary of the U.S. Department of Agriculture, will address the Chamber's annual Agriculture-Business Conference Wednesday, March 31, at the St. Francis Hotel.

"The Prospects for Business as They Affect Agriculture" will be the theme of the conference which will open at 9:45 a.m. in the Italian Room with J. W. Mailliard, III, chairman of the Chamber's Agriculture Committee, presiding.

Speakers during the morning session will include: E. D. O'Brien, vice-president of the American Trust Co.; T. S. Petersen, president of Standard Oil Company of California; Robert F. Mulvany, partner, Irving Lundborg & Company; and W. B. Camp of W. B. Camp & Sons, Bakersfield, a director of the Chamber of Commerce of the United States.

Chamber President Jesse W. Tapp will preside at the luncheon in the Colonial Room at which Coke will be principal speaker. The afternoon session in the Italian Room will be given over to the traditional "beef session."

Chamber To Make Bid for Industry in Tour of East

To expedite one of the "priority objectives" in the Chamber's 1954 program — creation of new factory jobs — Industrial Department Manager L. M. Holland will personally call on a selected list of industrial prospects during a three-week tour of the east starting March 28.

Holland will first fly to Washington for the 29th annual convention of the American Industrial Development Council March 28-30 at which he will contact industrial development engineers, representatives of utility and transportation companies, industrial realtors and others.

Armed with an impressive array of facts and illustrations on the industrial potential of San Francisco and the Bay Region, prepared by the Chamber, Holland will spend the balance of his time calling on prospects in New York City, Philadelphia, Pittsburgh, Cleveland, Detroit and Chicago.

Holland reports that most of his eastern contacts have already expressed an interest in establishing branch plants or manufacturing operations in San Francisco or the Bay Region. The trip is a part of the Chamber's aggressive program this year to create new jobs through industrial expansion.

New Sections Added to Civic Development; Work Streamlined to Provide Greater Punch

Jet-propulsion tempo was given this week to the Chamber's 1954 priority program in the field of Community Development by a break-down of duties, expansion of activities, and a general streamlining of operations, President Jesse W. Tapp announced today.

Under the new set-up, Alan K. Browne, vice president, Bank of America N.T. & S.A. will continue as Chairman of the Civic Development Committee with six Sections instead of three operating under his direction. Sections and their Chairmen are as follows:

Capital Improvement and Land Use—Dan A. Giles.

Fire Safety—Willard E. Abel.

Mass Transit—Alan K. Browne.

Parking—J. E. Jellick.

Street, Highway and Bridges—Leonard S. Mosias.

Traffic Safety & Control—Torres Weir.

Many of these subjects had been covered as part of the Civic Development Committee's general work, Browne said, but isolating them as Sections with specific goals will provide for "broader participation by Committee members, reduction of the overloading and overlapping tendency in some Sections and facilitate action of specific projects."

The Capital Improvement and Land Use Section will work in fields of zoning, the city's capital improvement program, bond issues, use of land within the City and County, State and Federal capital improvements and urban redevelopment.

Fire Safety will handle fire protection improvements (working toward reduced insurance premiums), fire boats and Fire Code revisions.

Mass Transit will study and act on the Municipal Railway System, Bay Area rapid transit, Transit Authority, cable car questions and other allied matters.

The Parking Section will work in the fields of private and public parking, State legislation affecting parking, methods of financing and administration, etc.

(Continued on Page 4, Col. 1)



A CERTIFICATE OF APPOINTMENT of the San Francisco Chamber as a Cooperative Office of the U.S. Department of Commerce was presented to G. L. Fox (right), Chamber General Manager, this week by Guy E. Wyatt, Washington, D.C., acting director of the Department of Commerce Field Service. As a Cooperative Office, the Chamber makes available to the business public timely government publications, statistical data, trade reports, business surveys, lists of proposed federal government procurements of goods and services and other information supplied by the Department of Commerce Business and Defense Services Administration. Wyatt visited the city this week on a tour of inspection of local offices.

Chamber Action

Highlights of the Past Two Weeks:

1. Expanded Civic Development activity (P. 1)
2. Stated Agriculture-Business Meet (P. 1)
3. Planned industrial development trip (P. 1)
4. Scheduled Alaskan trade visit (P. 1)
5. Published new literature aids (P. 2)
6. Finished plans for "E-B" Day (P. 2)
7. Planned aid to apparel industry (P. 2)
8. Stated event honoring S.F. Seals (P. 4)
9. Planned airport celebration (P. 2)
10. Urged employee military leaves (P. 2)

Seek Local Delegates For Alaskan Trade Tour

Harry R. Smith, Chairman of the San Francisco Chamber's Alaskan Affairs Section, will join a Portland Chamber of Commerce air tour to Alaska April 17—May 1 on behalf of San Francisco's business interests, and other Chamber members interested in developing contacts in this important trading area have been urged to join the tour.

"The trip will be an excellent means of encouraging more trade between San Francisco and the Territory and will provide an opportunity for our members to gain experience in working first hand with Alaskan groups," Smith said.

Reservations and additional information may be secured at the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 63.

Study Shows 43 of 100 Largest Manufacturers In Nation Operate 114 Plants in Bay Region

Further proof of the San Francisco Bay Region's prominence in the national industrial scene was established this week by a study which shows that 43 of the country's 100 largest manufacturers operate 114 plants in the Region, with eight of them in San Francisco. Sixty of the 100 maintain corporation or subsidiary executive or western regional headquarters in San Francisco or adjacent cities.

Twenty-one of the 114 plants are in San Mateo and Santa Clara Counties. The remainder are in the East Bay.

The study, made by the Chamber's Industrial Department, was based on recent release by the National Industrial Conference Board of a list of the 100 largest manufacturing firms in the nation, ranked in order of total assets. Facts showing such high percentages in San Francisco and the Bay Region were developed by the Industrial Department through its own records and through personal checking with manufacturing corporations involved.

For the benefit of Chamber members and others who wish to see the break-down of locations of the nation's largest manufacturers, a list has been reproduced by the Chamber and is available on request. Telephone EXbrook 2-4511, Ext. 52.

S.F. Ordnance District Has Big Program Here

A recent announcement that the San Francisco Ordnance District is carrying in face value approximately \$450,000,000 worth of defense contracts at the present time is "recognition of the importance of this area and of the ability of local manufacturers to supply the needs of the military," according to Ben B. Eastman, Chairman of the Chamber's Government Purchasing Subcommittee.

"Of great interest to present and potential contractors," Eastman said, "is the fact that the Ordnance District office pays bills, on an average, within four days after receipt of goods and invoices. This fact should encourage potential contractors to bid on ordnance work."

The great bulk of the defense business is centered in the Bay Area. Eastman, whose Subcommittee encourages closer cooperation between government purchasing agencies and San Francisco business firms, said "the Chamber is gratified with the volume of expenditures now carried by the agency. Army ordnance contracts now allocated for defense materials will mean continued jobs for thousands of production workers."

New Ordnance contracts placed in the Bay Area and Pacific Northwest during 1953 totaled \$115,000,000, of which \$46,000,000 went to small business firms.

Transportation Aids in New Chamber Publications

"Prompt service and delivery are vital to San Francisco businessmen in maintaining a competitive position in today's market," said Daniel J. McGanney this week, and to aid Chamber members and others concerned with the movement of goods, he announced the Chamber has prepared and made available five different publications in the field of Transportation.

McGanney, who is Chairman of the Chamber's Transportation Committee, said the publications are the third in a series of five major classifications of literature available free of charge. The others are classified as "Present and Potential Customers," "Sources of Supply Close at Hand," "Import and Export Trade Opportunities" and "Business Trends and Economic Data."

Here are the publications available in the Transportation field:

TRANSPORTATION AND TRAFFIC INFORMATION TO HELP YOU IMPROVE YOUR SERVICE TO YOUR CUSTOMERS

1. Common Carrier Truck Lines Serving S.F.
2. S.F. Directory of Shipping, 1954
3. Transportation Organization Directory
4. Transportation to Hawaiian Islands from S.F.
5. Transportation to Japan from S.F.

Expect 700 Businessmen At Schools on E-B Day

The business community has a "very real responsibility . . . in furthering the school system," Chamber President Jesse W. Tapp said last week in a special invitation to the membership to participate in San Francisco's fourth annual Education-Business Day, Friday, April 2.

Some 700 members of the business community are expected to visit the city's schools on E-B Day, which is jointly sponsored by the Chamber and Board of Education, according to John A. Remick, Chairman of the Chamber's Business-Education Committee.

The businessmen will be returning the visit paid them by nearly 3,400 local school teachers on Business-Education Day last November. Chamber members were urged to return immediately the sign-up sheets with the names of their company representatives so that the plans for the school visits may be completed.

"Our teachers will tend to measure the business community's interest in school problems in terms of the number of business men and women who participate in this year's E-B Day program," Remick added.

Chamber Aids Apparel Group in Bank Relations

Maintenance of closer relationships between San Francisco's garment industry and the city's banking business is being actively sought by the Chamber through representation on the Banking Committee of the San Francisco Fashion Industries.

Joseph R. Mixer, Manager of the Chamber's Domestic Trade Department, is the Chamber's representative on the committee. Charged with the responsibility of presenting both the Chamber and community viewpoints, Mr. Mixer declared the new activity will be of "great assistance in the development of the garment manufacturing industry and in encouraging establishment of new apparel manufacturing enterprises in San Francisco."

"How to Sell More" Is Theme of Sales Clinic

The theme of the San Francisco Sales Executives' Association "Salesbuilder" Clinic March 23, 24 and 25 at Scottish Rite Auditorium will be "How to Sell More in '54," according to Chamber Director J. Howard Patrick, president of the association.

The "greatest array of sales skill" ever assembled in the Bay Area for a "how-to-sell" clinic will include: J. C. (Larry) Doyle, sales and advertising manager, Ford Motor Company; Jack Lacy, Lacy Sales Institute; William H. Gove, sales development manager, Minnesota Mining & Manufacturing Co.; and Walter H. Johnson, secretary, American Airlines.

Further information is available from the Association office, 625 Market street, telephone EXbrook 2-5577.

For Terminal Opening Plan Big Celebration

Chamber Director Clay Bernard has been named Chairman of the Executive Committee for the San Francisco International Airport Dedication and Flight Festival, scheduled for July 23-24-25. The event will celebrate the opening of the new airport Terminal building.

Sponsored by the Chamber, Junior Chamber and Public Utilities Commission, the event is expected to attract 250,000 persons. General Chairman of the celebration is J. J. Dierssen of the Junior Chamber. O. Kenneth Pryor of the Chamber's Aviation Section is Chairman of the Finance Committee.

Don't Judge the Year Too Soon!

"Re-examining the business picture at this moment seems to me like unearthing seeds shortly after sowing them to find out how they are doing," said Chamber President Jesse W. Tapp last week. "We are readjusting from an inflationary period to a more normal economy, and the 'seeds' we have planted require time to develop and produce."

"I think that as the weeks progress, events will prove we are well on our way to a year of stability and high productivity."

Military Leaves Urged

Business firms, where feasible, should allow employees actively engaged in military reserve activities two weeks leave annually in addition to their regular vacation period, for purposes of going on active military duty, the Chamber urged last week.

In an action which reaffirmed a previous Chamber position regarding military leave policies, the Board also urged that firms consider making up the difference between two weeks' full military pay and allowances and an employee's regular company salary.

Welcome New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization. These San Franciscans have recently added their names to the long list of progressive business people who are working together, with their Chamber of Commerce, to achieve greater individual growth through community strength and prosperity. . . .

FACIT, INC. Office Machines 114 Sansome Street	STEWART-EUBANKS-MEYERSON & YORK Investment Bankers 216 Montgomery Street	LAMINATED PAPER PRODUCTS CO. Paper Boards 2665 Jones Street
FIBRE MAKING PROCESSES, INC. Mfrs. Pulp and Paper Processing Machinery 235 Montgomery Street	SUPERIOR HOME SUPPLY CO. General Contractors 1301 Mission Street	LAN-LAY COMPANY Cosmetic Mfrs. 65 - 11th Street
FOTENOS BROS. MEAT CO., INC. Whlse, Meats 1220 Howard Street	T & Z CONSTRUCTION COMPANY General Contractors 309 Turk Street	LATCHFORD-MARBLE CONTAINER & SUPPLY CO. Glass Containers 1823 Egbert Avenue
GENERAL WOODWORKING CO. Store and Office Fixtures 643 McAllister Street	J. J. WEINER COMPANY Advertising 149 California Street	DEAN LEWIS ASSOCIATES Mfrs. Agents 219 - 9th Street
THE HOWE SCALE COMPANY Scales, Trucks, Weightographs 124 - 4th Street	WIGHTMAN PERSONNEL SERVICE AGENCY Personnel Agency 47 Kearny Street	MANPOWER, INC. Employment Agency 821 Market Street
HUTCHINGS-MARMADUKE Retail Gifts P.O. Box 456 San Carlos, California	WILLIAMS WELDING SERVICE Aluminum and Magnesium Specialties 47 Shipley Street	MITSU STEAMSHIP CO. Steamship 255 California Street
C. T. JACOBSEN Pattern Maker 1065 Folsom Street	ABAR AGENCY Employment Agency 690 Market Street	C. M. MURPHY OLDSMOBILE Auto Dealers 3350 - 19th Avenue
KASAI SECURITIES CO. Investments 2165 California Street	ALLIED ANSETT TRAVEL SERVICE, INC. Travel Agency 323 Geary Street	MURRAY'S GOLDEN GATE MOTEL Motel 2555 Lombard Street
ROBERT J. LAUGHLIN Advertising-By-Mail 465 California Street	AMERICAN BRASS & IRON FOUNDRY Mfrs. Cast Iron Soil Pipe 7825 San Leandro Street Oakland, California	PACIFIC TELECOIN CORPORATION Comm. Launderette Equip. 555 Sutter Street
LIFT Vitamins 420 Market Street	CIT TRAVEL SERVICE, INC. Travel Agency 323 Geary Street	PEDLEY-KNOWLES & CO. Ship Chandlers 134 Sacramento Street
MARCO CERAMICS NOVELTIES Importers of Ceramics 1355 Market Street	CALIFORNIA SAVINGS AND LOAN COMPANY Savings and Loan 46 Geary Street	SAN FRANCISCO MOVING & STORAGE CO. Moving and Storage 965 Sutter Street
GEORGE S. MAY COMPANY Business Engineering 291 Geary Street	CHINATOWN TELEVISION CENTER Television, Radio and Phonograph 635 Kearny Street	SPEEDWRITING SCHOOL Business School 821 Market Street
MEDICO SUPPLY CO. Hospital Supplies 555 Sutter Street	THE CHINESE DAILY POST Newspaper 809 Sacramento Street	STROH & CO. Whlse. Athletic Equipment 215 - 2nd Street
MORAN-EVIS MARINE SALES CO. Mfrs. Agents 420 Market Street	CHINESE TIMES PUBLISHING CO. Daily Newspaper 119 Waverly Place	T.V. BUYERS GUILD Whlse. Appliances 110 Pine Street
LAURENCE MYERS & COMPANY WACO SCAFFOLDING DIV. Distributors of Waco Scaffolding 666 Mission Street	GENE COMPTON'S CORPORATION Restaurant Chain 1475 Pacific Avenue	TAMCO, Engineers Consulting Engineers 204 Davis Street
L. E. NILES COMPANY General Contractors 2034 Clement Street	CONTROL PRODUCTS CO. Whlse, Elec. Motor Parts 750 Natoma Street	TESLUCK CO. Realtors 5646 Geary Blvd.
JOHN OSTRAT Engravers and Mfrs. of Steel and Brass Stamps 268 - 1st Street	CORNING GLASS WORKS Mfrs. Glass 1355 Market Street	AD LITHO PRESS, INC. Printing 3123 - 17th Street
PACIFIC HEATING & SHEET METAL CO., INC. Sheet Metal Products 3420 - 18th Street	FACTORY MOTOR PARTS, INC. Chrysler Parts Distributors 1690 Folsom Street	ALLIED LITHO SUPPLY CO. Lithographic Supplies 212 Mission Street
POOL & ASSOCIATES, INC. Direct Mail 115 New Montgomery Street	GOEBEL BREWING CO. OF CALIFORNIA Brewery 533 Kirkham Street Oakland 20, California	AMBASSADOR HEALTH CLUB Health Club 135 Post Street
RADIO TELEVISION LABORATORIES Electronic Service 1911 Hayes Street	GORDON I. GOULD & CO. Mining Engineering 58 Sutter Street	AMINO PRODUCTS, Division of International Minerals & Chemicals Corporation Food Products 214 Front Street
RED AND WHITE GARAGE Auto Repair, Etc. 846 Harrison Street	HARRISON PRODUCTS, INC. Pharmaceutical Mfrs. 45 Second Street	ASSOCIATE TRAVEL SERVICE Travel Agency 161 Powell Street
WALTER RENNER Real Estate 977 Geneva Avenue	HAWAII VISITORS BUREAU Community Association for Travel Promotion 323 Geary Street	AUTO SPOT Auto Marine Supplies 2027 Chestnut Street
ANDREW F. SCATENA Customers Man—E. F. Hutton & Co. 160 Montgomery Street	I-T-E CIRCUIT BREAKER COMPANY Mfrs. of Elec. Equipment 320 - 4th Street	BANKERS LIFE CO. Life Insurance 350 Sansome Street
SCIENTIFIC WEATHER SERVICES Weather Services 210 Post Street	INDIES TERMINAL COMPANY Warehouse 351 California Street	BARNUM'S OCEAN ROOM Catering to Banquets and Conventions 660 Great Highway
SEARLER VAN & STORAGE CO. Moving and Storage 3359 Army Street	JAPAN TRAVEL INFORMATION OFFICE Travel Information 651 Market Street	JOHN T. BEVANS Typesetting 532 Sansome Street
VERY H. SMITH & CO. Factory Agents 225 Kansas Street	HARRY E. KIDD Commission Merchant 555 Davis Street	BROWN & CALDWELL Civil and Mechanical Engineers 66 Mint Street
KNYDER BROS. KNITTING MILLS Knit Goods 120 - 8th Street	KROGH PT MP & EQUIPMENT CO. Pump Mfrs. 515 Harrison Street	CALENDER-ROBINSON CO. General Insurance Brokers 510 Battery Street
STANDARD MARINE INSURANCE CO., LTD. Insurance 114 Sansome Street		DESIGN CENTER, INC. Whlse. Distributors 451 Jackson Street
		DITLEV-SIMONSEN LINES AGENCY, INC. Steamship Line 432 California Street

Hitting the High Spots

With Walt Brown

THE CHAMBER'S proposal for re-routing State Highway #2, approved recently by the Board as one step toward relieving street congestion, will be presented to the State Highway Commission of a public hearing in SF today by Leonard S. Mosios, Chairman of the Chamber's newly-formed Streets, Highways and Bridges Section . . . **GUEST MEMBERSHIPS** in the SF Chamber are again being issued to full-time Chamber of Commerce managers in the 11 Western States, encouraging them to look to this Chamber for help and cooperation . . . **THE RAILWAY BUSINESS WOMEN'S ASSN. OF SF** last week-end hosted the Natl. Assn. of Railway Business Women here: a full schedule of meetings and sightseeing tours . . . **THE FAR EASTERNER** is the name of a brand new Time-style monthly publication launched by Richard C. Wilson of 2989 Jackson St., SF. News will cover activities of ex-residents of the Far East as well as persons now residing in the Philippines, Japan, Hong Kong, etc.; current happenings in the Far East; and export-import news. Those who should know predict it will be a big success . . . **WILLIAM E. WASTE**, exec. v.p. of Bechtel Corporation, is chairman of the 1954 Scouting Exposition in which about 7500 Boy Scouts, Cubs and Explorers will give a giant demonstration of Scouting skills at the Cow Palace, Apr. 30 and May 1 . . . **LAMPLIGHTERS** (SF Civic Theater, non-profit) is now presenting "Ruddigore" at the Theatre Arts Colony, 1725 Washington—Thursdays and Fridays through April 2 and Saturdays on March 27 and April 3. Reservations for this excellent performance may be made at TUXEDO 5-9935 or Bayview 1-0905 . . . **JOBS PUBLICATION CO.**, publisher of "Jobs in California" magazine, has moved to new and larger quarters at 26 O'Farrell and added two staff members: F. Kibbee and Edward A. Sibley. Ben C. Torturero, president and publisher, also announces extension of circulation of the magazine to the 11 Western States . . . **IRVING LUNDBORG & CO.** announces establishment of a municipal bond department under the direction of Shirley H. Baker.

Civic Work Streamlined

(Continued from Page 1)

Street, Highway and Bridges will work with the California Highway Commission and State Division of Highways on freeway and highway needs and fund-securing; street repairs and use of gas tax funds.

Traffic Safety and Control will deal with traffic inventory, downtown delivery hours, administration, bond issues and other related matters.

Committee Meetings

INDUSTRIAL DEVELOPMENT COMMITTEE—March 19, Commercial Club, 12:30 p.m.

Agenda: Discussion of land development and South of Market redevelopment.

CIVIC DEVELOPMENT COMMITTEE CHAIRMAN—March 19, First floor of Chamber, 10:30 a.m.

Agenda: Not announced.

PUBLIC HEARING—San Francisco Chamber at City Hall, March 19, 10:30 a.m.

Agenda: Discussion of routing of State Highway #2.

AIRPORT IDENTIFICATION COMMITTEE—March 19, George Union Lodge, Club 12:30 p.m.

Agenda: Discussion of Airport Development.

LEGAL & FINANCIAL SUBCOMMITTEE—March 19, March 19, 10:30 a.m.

Agenda: Discussion of legal and financial matters.

S.F. WORLD TRADE EXPANDS

San Francisco Progressogram No. 5



The Port of San Francisco, one of the world's great shipping centers, continues to expand and to play a key role in the economy of the western United States and the Pacific basin. In 1953, this Port handled a total of 5,665,706 revenue tons. Intercoastal tonnage was up 3.8 per cent over the previous year and foreign tonnage was up 0.5 per cent.

Continued expansion of two-way world commerce through the Port of San Francisco is one of the S.F. Chamber's objectives under its "priority program" for economic growth during 1954. For many years the Chamber's World Trade Department has conducted an aggressive program for trade expansion and promotion of the Port.

Responsible in large measure for San Francisco's being one of the

world's leading financial and commercial centers, the Port of San Francisco represents a \$120,000,000 investment and is the city's biggest public enterprise. A postwar program of modernization has produced a \$20,000,000 array of new facilities. The one most recently placed in operation is the \$500,000 Islais Creek Cotton Terminal, pictured above—northern California's only dockside terminal expressly designed for cotton concentration and shipment.

With 12½ miles of modern waterfront facilities, an aggressive world trade expansion program and an excellent postwar labor record, San Francisco is entering an era of greatly expanded sea-borne commerce. Her shipping future is unlimited!

* A regular feature . . . Ask the Chamber for Reprints: EXBbook 2-4511, Research Dept., Est. 13 or 14.

"Play Ball!" Luncheon April 5

Buy your tickets NOW for the Chamber's 1954 Seals Club Luncheon, April 5 in the Commercial Club! Damon Miller, Tommy Heath, Walter Mails and the full Seals team will be on hand for the gala event. Full details later—but right NOW, put it on your calendar and write in for reservations!

Canadian Money "O.K." Here!

Complaints from Canadian visitors in San Francisco are increasing over reluctance here to accept Canadian money. It is legal tender, and what's more, it's worth between 2½-3% more than our money! Stores, hotels and other establishments are urged to recognize these facts, and save their Canadian visitors embarrassment by accepting their money!

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

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Bay Region Business

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PARKING SECTION EXPANDED

Municipal Conference Members Invited To Join Chamber's Parking Coordination Plan

The San Francisco Chamber of Commerce this week invited all organizations of the Municipal Conference to appoint representatives to serve on the Chamber's expanded Parking Section whose aim henceforth will be "coordinated and aggressive work to improve San Francisco's parking situation."

The invitations followed action last week by the Chamber's Executive Committee aimed at coordinating the work of various downtown organizations toward solution of the city's parking problems—already given top priority in the Chamber's 1954 program of work.

Hundreds Gather at Farm-Business Meet

A bright future for California agriculture and business was predicted by a group of distinguished leaders in both fields at the annual Agriculture-Business Conference held last Wednesday at the St. Francis Hotel under the sponsorship of the Chamber's Agricultural Committee.

J. Earl Coke, Assistant Secretary of the U. S. Department of Agriculture, outlined the administration's agricultural policy in an address at the luncheon meeting attended by more than 250 persons. Chamber President Jesse W. Tapp presided at the luncheon, and J. W. Mailliard, III, Agricultural Committee Chairman, presided at the morning and afternoon sessions.

Among the speakers were: E. D. O'Brien, vice-president of the American Trust Co.; T. S. Petersen, president of the Standard Oil Company of California; Robert F. Mulvany, partner, Irving Lundborg & Company; and W. B. Camp of W. B. Camp & Sons, Bakersfield, a director of the Chamber of Commerce of the United States.

Insurance Day Luncheon Scheduled for April 15

Tribute to San Francisco's insurance industry and the important part it played in the 1906 reconstruction of the city will be the theme of the city's annual "Insurance Day" luncheon to be held April 15 in the Commercial Club.

Sponsored by the Club, the Chamber and the Board of Fire Underwriters of the Pacific, the event will feature an address by Dr. L. A. DuBridge, president of the California Institute of Technology in Pasadena, on "Research is Our Best Insurance."

100th ANNIVERSARY AWARDS

As a special feature of the event, One Hundred Year Certificates of Honor will be presented by Chamber President Jesse W. Tapp to the following firms currently celebrating their centennials:

Ameri-an Trust Company; California Farmer; M. Greenberg's Sons; Hastings; Johnson & Johnson; J. C. Dowling; J. C. Hendry Co.; Thomas-Albee Corporation; S. H. Tyler & Son; and The White House, Raphael Weill & Co.

"Certainly it would be most constructive for the City to have all of its organizations supporting a common program in order to accomplish the best possible results," said Chamber President Jesse W. Tapp in his letters to presidents of the Municipal Conference members.

The new Parking Section will be chairmanned by J. E. Jellick and coordinated through the Civic Development Committee of which Alan K. Browne is Chairman.

Work will be coordinated closely with the San Francisco Parking Authority.

Basic facts on parking problems are now being assembled—capacities of downtown streets, the locations, capacities and charges of existing lots and garages, conflicts between the proponents of various parking plans and other factors.

All of these facts will be made available to the Parking Section, which according to Tapp will program its work accordingly.

Chamber Action

Highlights of the Past Two Weeks:

1. Expanded Parking Section for coordinated and aggressive work toward solution of city's parking problem (P. 1)
2. Held annual Agriculture-Business Conference (P. 1)
3. Scheduled three civic luncheons (P. 1)
4. Sponsored "Education-Business Day" (P. 1)
5. Established new Committee to study Social Security (P. 3)
6. Honored recognition of S.F. by airline (P. 3)
7. Planned trade trip to Fresno (P. 3)
8. Started industrial development trip (P. 3)
9. Continued fire prevention program (P. 3)
10. Supported Camp for U.S. Chamber post (P. 3)

Businessmen at Schools Today in Annual "E-B" Day Program

It's "back to school" today for some 650 San Francisco business men and women!

The Chamber's annual Education-Business Day is in progress—the day on which the city's business people visit the schools to get a first-hand idea of modern educational procedures and to bring about closer relationships between education and business.

Returning a visit paid last last November on Business-Education Day when nearly 3,400 school teachers toured their establishments, the business representatives today are guests of the teachers at morning classroom sessions, conferences and luncheon programs.

Approximately 53 public schools and 6 special departments are included in the visits, according to John A. Remick, Chairman of the Business-Education Committee. The San Francisco College for Women is also participating.

The business representatives reported at 9 a. m. this morning to the schools to which they were assigned and will visit until 1 p. m.

Tapp Visits Washington On S.F. Chamber Projects

Chamber President Jesse W. Tapp was in Washington this week conferring with Congressional leaders and Air Force officers regarding establishment of the proposed United States Air Force Academy in California.

Mr. Tapp also consulted with Post Office Department officials, California Congressmen and others in order to urge establishment in San Francisco of a regional Post Office Headquarters. The Post Office is engaged in decentralizing its authority by regions, and the Chamber contends that the headquarters for California, Nevada, Hawaii and other Pacific possessions should be in San Francisco.

In the matter of the Air Force Academy, the Chamber has been pressing for several years for a California location.

CHAMBER PLANS "SEALS" BASEBALL LUNCH

"Play ball! Season opens April 6!"

Such will be the spirit and theme of a special luncheon to be sponsored by the Chamber and Commercial Club in the Club dining room next Monday, April 5, in honor of—you guessed it—the San Francisco Seals!

The entire Seals baseball Club will be on hand—and so will President Damon Miller, Manager Tommy Leahy, Seals Club Booster President Thomas Maloney, "Foghorn" Murphy, and a special guest, Gerry Priddy, manager of the Seattle Baseball Club.

Carroll Hansen, sports director, Station KCBS, will be master of ceremonies at the gala civic event which will celebrate the opening of the 1954 baseball season.

"Join your fellow San Franciscans in a salute to your team; show the Seals you're behind them for a great season!" said Chamber General Manager G. L. Fox this week in urging a big attendance.

Reservations, he said, may be made by telephoning either of the sponsoring organizations—EXbrook 2-4511 or EXbrook 2-5332.

General Business Activity

Report by the Research Department

February, 1954

TREND

San Francisco business activity reversed its usual seasonal trend of many years in February and turned upward from January—at the same time establishing a new all-time February high.

Individual financial transactions represented by bank debits undoubtedly contributed much to the movement which lifted the Business Activity Index for February to 120.9 or 3.2% above last February. There were, however, several other favorable developments during the month. Among the February gains over a year ago were bank debits, up 6.2%; Stock Exchange transactions market value, up 23.2%; postal receipts, up 18.2%; Port of San Francisco foreign revenue tons, up 4.7% and intercoastal revenue tons, up 1.1%; Airport traffic, number of planes in and out, up 12.6%; passengers, up 4.3%, and air freight, up 2.0%; industrial and commercial gas sales, up 8.8%; electrical energy sales, up 4.6%; Bay Bridge vehicle crossings, up 1.1%; Golden Gate Bridge vehicle crossings, up 4.2%; Truck traffic, no rise; and livestock slaughter, up 17.1%.

A few important factors in the San Francisco economy, however, dipped below last February. Among them were building permits value; real estate deeds recorded, freight car movements, cargo vessel arrivals, express shipments, and retail department store sales.

EMPLOYMENT

Total employment in the 6-County metropolitan area in February, according to the State Department of Employment reports, settled but slightly despite the major adjustment necessitated by the shift from war to peace time economy during the year. During the first two months of 1954, 998,150 persons were employed in this area, which is within 15,000 of the number employed during the similar period last year. During this period, three industry groups actually employed more persons: the service group which is the largest with 208,650 employees showed a gain of 3,150 persons or 1.5%; finance, insurance and real estate group with 64,200 showed an improvement of 0.1%; and the agricultural group with 17,550 showed improvement of 3.2%. Dips in the trade group were slight. Retail trade with 169,150 employees was off but 0.8%, and wholesale trade with 71,250 was off only 0.1%. The manufacturing group with 205,050 employees slipped 2%; contract construction with 60,800 slipped 4.3%; and government with 87,250 employees was off 6.4%.

Unemployment in terms of the labor force in the San Francisco-Oakland area amounted to 5.3% compared to 5.1% in the Los Angeles area and 5.9% in California.

TRADE

February department store sales in the San Francisco Bay Region were 6% below a year ago compared to 8% in northern California and 9% in the 12th Federal Reserve District. Large retail stores sales in San Francisco in January (latest available) compared to a year ago revealed food store group

sales up 2% with sales of grocery store group 4% ahead of a year ago, but eating and drinking places sales were off 6%; depart-

1%, while automotive group sales were off 14%.

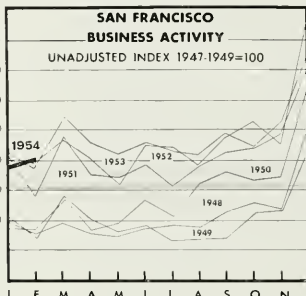
In the wholesale field, Pacific Coast Merchant Wholesalers' sales in January were 8% under a year ago, and end-of-month inventories were down 1% compared to 5% drop in the nation and 2% increase in inventories. Pacific Coast special line wholesalers reported a gain of 3% in sales of paper and its products and an increase of 2% in dollar sales. These two groups accounted for a little less than one-third of the entire January sample.

CONSTRUCTION

Dwelling units authorized for construction in the 9 Bay Counties in February were reported at 2,183, bringing the first two months total to 4,421 compared to 3,995 for the same period a year ago—an increase of 6.6%.

CONSUMER PRICES

Food costs in February were 1.1% above a year ago but the 2 months' average was up only 0.4%. The latest report for All Items for San Francisco is December and was 1.1% above the same period a year earlier.



ment store and apparel store sales were both down 8%; furniture and appliances, down 2%; the lumber building hardware store group reported a gain of 6% and drug stores,

FEBRUARY BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	FEBRUARY 1954	% from 1953	2 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	120.9	3.2	119.7	-0.2
CONSTRUCTION PERMITSTotal Number	533	-17.1	1,083	-19.4
Residential, New.....Value	1,700,655	-61.1	4,590,705	-46.7
Dwelling Units.....Number	1,014,610	-57.9	1,930,485	-36.6
Single-Family Units, New.....Number	73	-9	137	-14.3
Non-Residential, New.....Value	202,000	-81.4	309,500	-91.7
Addns., Alterations and Repairs.....Value	574,025	-34.4	1,340,107	-20.4
REAL ESTATE—Deeds RecordedNumber	1,371	-6.0	2,691	9.9
*RETAIL DEPARTMENT STORE SALESIndex	94	-1.1	94	-4.1
FINANCE—Bank Debits\$000	3,006,625	6.2	5,873,012	1.5
Postal Receipts.....\$	2,514,007	18.1	5,528,042	24.6
S. F. Stock Exchange.....\$	2,281,511	23.2	41,211,535	16.5
COMMERCIAL FAILURESNumber	12	-20.0	20	-25.9
INDUSTRY TREND—6 Bay Area Counties Total Employed	994,100(p)	-2.1	998,150(p)	-1.5
Manufacturing—Average Weekly Earnings.....(\$Dollars)	83,144(4)	5.1		
Manufacturing.....(Employed)	201,000(p)	-2.4	205,050(p)	-2.0
Construction, Contract.....Lbs	60,100(p)	-0.5	60,800(p)	-6.3
Finance, Ins., Real Estate.....Lbs	61,400(p)	-0.3	61,400(p)	0.1
Retail Trade.....Lbs	166,800(p)	-1.7	169,150(p)	-0.8
Wholesale Trade.....Lbs	71,200(p)	-0.4	71,250(p)	0.1
Service.....Lbs	208,500(p)	1.9	208,650(p)	1.5
Trans., Comm. & Utilities.....Lbs	111,300(p)	1.3	111,850(p)	1.1
Agriculture.....Lbs	17,400(p)	0.6	17,550(p)	3.2
Govt., Fed., State, City.....Lbs	87,300(p)	6.0	87,250(p)	-0.1
Other.....Lbs	2,100(p)	0.0	2,300(p)	9.5
TRANSPORTATION FRT. Car MovementsNumber	12,479	-7.7	21,510	10.1
S. F. Airport Planes In and Out.....Number	9,253	12.6	19,444	8.1
Passengers Off and On.....Lbs	1,718	1.5	281,014	0.4
Air Mail Loaded & Unloaded.....Lbs	2,403,247	1.9	1,530,000	1.4
Air Express Loaded & Unloaded.....Lbs	456,196	2.7	987,510	1.8
Air Freight Loaded & Unloaded.....Lbs	3,008,158	2.0	5,819,274	1.7
Rail Express Shipments.....Number	38,906	16.7	171,145	10.1
*Truck Movement S. F. Area.....Index	53.5	0.0	126.0	-0.6
PORT OF SAN FRANCISCO—Revenue Tons	391,460	1.0	826,704	9.8
Coastwise.....Revenue Tons	2,976	36.2	19,333	8.8
Intercoastal.....Revenue Tons	29,415	1.1	70,805	1.7
Foreign.....Revenue Tons	199,010	1.7	413,110	9.0
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	352	10.5	751	8.1
Millions of Registered Tons.....Lbs	1,709,077	8.1	3,646,454	4.4
UTILITIES—Ind and Comm. Gas SalesCu Ft	1,586,355,200	8.8	3,124,449,000	0.4
*Elec. Energy Sales—K-w. hours.....Index	137	4.6	139	0.7
Water Consumption—Comm. and Ind.....Cu Ft	148,763,000	-7.7	374,271,000	-3.5
NEW DEVELOPMENTS—Tourist and SettlerInq No.	1,110	10.7	1,891	0.9
Bay Bridge Vehicle Crossings.....Number	2,445,515	1.1	4,784,560	0.8
Golden Gate Bridge Vehicle Crossings.....Number	876,484	4.2	1,758,599	4.8
FRUITS AND VEGETABLES RECEIPTSCarlots	1,389	-3.2	2,770	-8.8
LIVESTOCK SLAUGHTER (Insp. Plants)Number	154,251	17.1	324,364	8.4
*S. F. LIVING COSTS—All ItemsIndex	110 (Feb)	1.1		
*RETAIL FOODIndex	1.3	1.1	313	4.4

*New Series (U. S. P. B. A. S. 1000) (p) preliminary, (a) final, (b) for December, (c) for January, (d) for February, (e) for March, (f) for April, (g) for May, (h) for June, (i) for July, (j) for August, (k) for September, (l) for October, (m) for November, (n) for December, (o) for January, (p) for February, (q) for March, (r) for April, (s) for May, (t) for June, (u) for July, (v) for August, (w) for September, (x) for October, (y) for November, (z) for December.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Honor Qantas Airway For New S. F. Service

Sir Percy Spender, Australian Ambassador to the United States, was guest of honor Monday at a Bohemian Club luncheon sponsored by the Chamber to mark the inauguration of service to San Francisco International Airport by Australia's Qantas Empire Airways. Members of the Chamber's Board of Directors and Aviation Section attended.

Charles S. Hobbs, Chamber First Vice President, extended San Francisco's hearty welcome to Qantas.

"This service provides additional recognition of San Francisco's position as one of the world's greatest international airports," he declared.

Qantas, which is taking over the U.S. Service of British Commonwealth Pacific Airlines, took delivery Monday on the first of eight Super Constellations to be used between San Francisco, Australia, the Far East and Africa.

The luncheon was part of a continuing effort by the Chamber to point out to international air carriers, now using or contemplating the use of the San Francisco International Airport, the advantages of this facility as opposed to any other major West Coast air terminal.

Committee Will Attend Junior Livestock Event

Members of the Chamber's Agricultural Committee have been invited to attend the Livestock Sales luncheon of the Grand National Junior Livestock Exposition at the Cow Palace April 14, according to J. W. Mailiard, III, Committee Chairman. The luncheon is being sponsored by the Chamber, San Francisco and South San Francisco meat packers, and the Cow Palace management.

The Fat Cattle Auction, a highlight of the exposition, will be held in the arena following the luncheon. Activities at the Junior Grand National, April 10-15, are of major interest to the Chamber's Agricultural Committee.

Social Security Group Appointed by Cullinan

A Subcommittee to study and recommend Chamber policy on proposals before Congress — to broaden the coverage of the social security program and increase its benefits — has been appointed by Vincent Cullinan, Chairman of the Chamber's Legislative and National Affairs Section.

Robert C. Harris, attorney with the firm of Heller, Ehrman, White & McAuliffe, is the Subcommittee Chairman. Other members are: Frank C. Beazley, vice president, The Phoenix Insurance Co.; Peter Jacobsen, attorney, Utah Construction Co.; H. L. Kertz, assistant vice president, Pacific Telephone & Telegraph Company; Raymond E. Marks, assistant tax commissioner, Southern Pacific Company; and Joseph E. Pausner, vice president, Anglo California National Bank.

Inter-City Section Plans Trade Visit to Fresno

A Chamber trade development trip to Fresno, following the pattern of a series of highly successful trips made last year, is scheduled for Wednesday, April 28, according to Stanton Haight, Chairman of the Inter-City Section of the Domestic Trade Department.

The delegation will arrive in Fresno at 12:25 p.m. aboard the Southern Pacific Valley Daylight. A discussion session is scheduled with business and agriculture leaders of Fresno—a prime market for San Francisco's goods and services.

"Since San Francisco is also one of Fresno's best customers, trade with the area is truly a two-way street," Haight said. With the aim of improving business relationships, the conference will cover water supply and development, agricultural conditions and prices, industrial expansion trends, new developments, and business relationships.



W. B. CAMP of Bakersfield, candidate for reelection to the Board of Directors of the Chamber of Commerce of the United States to represent Agriculture, is pictured above (center) at a recent reception given in his honor in Washington, D.C. On the left is Richard L. Bowditch, U.S. Chamber President, and on the right is Frank Jeppi of Bakersfield.

Camp currently is being endorsed for the second time by the San Francisco Chamber for the important agricultural post with the U.S. Chamber. Camp's candidacy was supported two years ago by the San Francisco Chamber, following which he was elected and has served ably, according to Chamber General Manager G. L. Fox.

"An outstanding agriculturist, Mr. Camp has been extensively educated in scientific agriculture and seasoned by years of practical experience," according to Fox, who added that Camp "has emerged as an authority in agronomy."

Ballots in the national Chamber election must be received, duly executed, at the U.S. Chamber office in Washington, D.C. not later than April 16, Fox said.

A.E.C. SURPLUS MATERIAL FOR SALE

A considerable amount of construction equipment and material has been declared surplus and is for sale at the U.S. Atomic Energy Commission's National Reactor Testing Station, Idaho Falls, Idaho, the Chamber's Domestic Trade Department has announced.

A number of sales will be conducted during the coming months, and bids on approximately 4,000 feet of new copper tubing will be opened April 5. Persons interested in obtaining further information should contact the AEC, Idaho Operations Office, P.O. Box 1259, Idaho Falls, Idaho, Attention: Property Disposal.

Holland Touring Eastern Cities for New Industry

New industry for the Bay Region and creation of additional factory jobs are being sought this week by L. M. Holland, Manager of the Chamber's Industrial Department, on the first leg of a three-week tour of eastern cities. In a series of personal calls on a select list of industrial prospects, Holland will talk to executives of Eastern firms who have expressed an interest in establishing branch plants or manufacturing operations in San Francisco or the Bay Region.

Holland will present an impressive array of facts on the industrial potential of the region, and offer the facilities of the Chamber in establishing new operations here.

His itinerary includes Washington, D.C., New York City, Philadelphia, Pittsburgh, Cleveland, Detroit and Chicago.

Chamber Requests Aid in Preventing Forest Fires

The Chamber's Board of Directors urges the fullest possible cooperation of its member companies and business firms in communicating forest fire-prevention messages to their employees and the general public, according to William J. Losh, Chairman of the Chamber's "Keep Green" Committee.

Suggested materials for posters, publicity, mailers, seals, envelope enclosures and stamps are available from the Chamber's Special Events Department, EXBrock 2-4511, Ext. 86, according to Losh. Chamber members are urged to get their forest and grasslands fire prevention programs under way early this year.

Losh is scheduled to attend a meeting of the Forest Fire Prevention Committee of the Redwood Region Conservation Council in Eureka Friday, April 2, to explain the Chamber's "Keep Green" program, which has brought national recognition to San Francisco.

S. F. Mint Celebrates 100 Years Tomorrow

A local institution as old as the use of money in the argonaut days of San Francisco — the San Francisco Mint — will observe its 100th anniversary tomorrow, April 3.

Authorized by Congress as a "branch mint" in 1852, San Francisco's first mint was actually built and in operation by April 3, 1854. Its location was at 144 Commercial Street — a building occupied today by the McCoy Label Company Inc., which has the same building but a new street number — 608.

In 1874 the Mint was re-located in the building now referred to as the "old mint" on Mint Street. It moved to its present location at Dubnue and Market in 1937.

Today, the San Francisco Mint is one of three in the nation making United States coins, the other two being in Philadelphia and Denver. With an annual operating budget of approximately \$1,000,000, the mint supplies coin to all of the western United States.

Last year, according to its Superintendent, Ross Buell, the San Francisco Mint made 271 million separate pieces of coin.

Honor Japan on 100th Anniversary of Trade

The Chamber's official greetings were extended Wednesday to the Japanese Consulate General in San Francisco on the 100th anniversary of the beginning of trade between the United States and Japan.

In an exchange of messages, Chamber Vice President John B. Watson presented a commemorative statement to Consul General Yasusuke Katsuno in observance of the centennial of the signing of a treaty of trade and friendship March 31, 1854.

In a message to Aiichiro Fujiyama, president of the Japan Chamber of Commerce and Industry in Tokyo, President Jesse W. Tapp said:

"The signing of the treaty was the first stone in the foundation to bring about understanding and respect between our two nations." He added: "the resumption of full and complete diplomatic relations with the signing of the peace treaty again offers the opportunity for a further expansion of our cultural and commercial ties."

Committee Meetings

WORLD TRADE—April 6, 1954, 9:12 noon.
Agenda: Discussion of current world trade topics.

WORLD TRADE ASSOCIATION EXECUTIVE COMMITTEE—April 7, 1954, 9:12 noon.

STREETS, HIGHWAYS AND BRIDGE—April 7, 1954, Room 201, Chamber, 10:10-12 noon.

Agenda: Discussion of proposed one-way streets.

TECHNICAL ADVISORY, School of World Business—April 8, 1954, S. F. State College, new campus, 11:45 a.m.

Agenda: Inspection tour of School and new campus facilities. Discussion of progress of School of World Business, scholarship loan program and placement of graduates.

AIRPORT DEDICATION PROGRAM, Executive Committee—Press Club, April 5, 12 noon.

PRODUCE MARKET SECTION, Legal and Financial Subcommittee—Room 201, Chamber, April 6, 10:30-11:45 A.M.

ARMED FORCES—Treasure Island Officers Club, 12:15 p.m.

AGRICULTURAL Luncheon meeting for Jr. Grand National Livestock Show—April 14, DeLuxe Restaurant, Cow Palace, 12 noon.

Hitting the High Spots

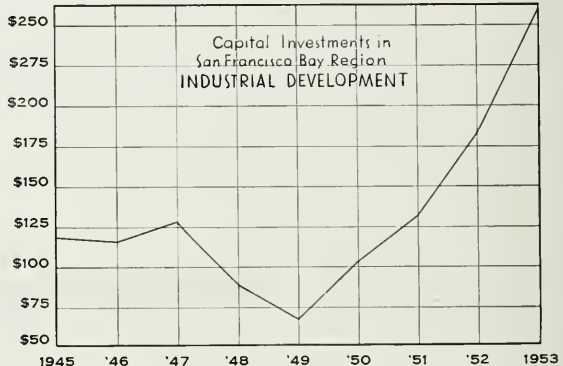
With Walt Brown

PAN AMERICAN WORLD AIRWAYS has modified their big Pacific Strato Clippers to provide two types of service—the "President Luxury" and the "first Rainbow Tourist"—on a single flight by a division of the Clipper passenger compartments with movable bulkheads. . . **REMEL COMPANY LTD.** announces development of a new microphone unit to bring about "greatly improved speech intelligibility, and reduced noise" in radio and aircraft public address applications. Now in production, Remel's SF plant the new unit brings "low noise and high intelligibility without increasing the complexity and weight of a radio transmitter or announcing equipment" . . . **SLENDERELLA INTERNATIONAL**, a nationally known modeling system, came to SF last week opening its office, 278 Post (downstairs) and 292 Union (top). Slenderella, Larry Mack is president of the firm which has 35 offices from London to California. . . **CORONET MAGAZINE**, Atlanta, Georgia, published an article on The Bay Region in its March issue which SF Chamber Vice President John B. Watson presented to the Chamber Committee which is studying the magazine. The article had that picture of the Bay Region.

INDUSTRIAL PROGRESS SOARS

San Francisco Chambergraph* - - - - - No. 5

MILLIONS



BAY REGION DEVELOPMENT RISE SINCE 1945

San Francisco is the financial, administrative and business nerve-center of a vast 12-county Bay Region industrial complex which is presently enjoying a record high rate of new plant construction and expansion of facilities as the result of \$259,055,184 committed for such purposes during 1953. (See chart above for advances since 1945.)

In the Bay Region as a whole, industrial projects activated in the past year included 324 expansions and 112 new plants. They created thousands of potential new factory jobs—all within the space of a single year. Food and kindred products lead all the industrial development projects, but there is also heavy activity in the Chemicals and Petroleum groups. The wide product diversification represented by the projects denotes the Bay Region's leadership in developing a wholly integrated western manufacturing economy.

The rapid, but well-planned and intelligent expansion of the Bay Region's industrial complex has resulted from the fact that nature has endowed the region with a mild climate, one of the world's great harbors and abundant supplies of raw materials. In the Bay Region the past century has witnessed the highest advancement in standards of living, the arts, the sciences and conversion of Nature's materials for their better use.

San Francisco, recognized as one of the great cities of the world, is not only the nerve-center of the Bay Region but is also the focal point of the western United States and the gateway to the vast Pacific Basin. The general environment is cosmopolitan and with diverse resources is attractive for industrial development. Industries are offered a variety of sites and buildings, ample supplies of power, fuel and water and a highly skilled labor force with mature labor leadership.

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Ordinance District Purchasing Program To Be Outlined

The San Francisco Ordinance District allocation picture for the coming year and future trends in Ordinance purchasing will be discussed at a noon luncheon meeting in the Green Room of the St. Francis Hotel, April 21 under the sponsorship of the Government Purchasing Subcommittee of the Chamber's Domestic Trade Committee.

Ben B. Eastman, Subcommittee Chairman, reports that Ordinance District officials will discuss "how, what and where" the District buys from local manufacturers and suppliers.

Chamber members may secure reservations for this important meeting by calling EXbrook 2-4511, Ext. 76.

BAY REGION BUSINESS

WALTER I. BROWN, Editor
Ralph S. Glass, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Trade Survey Of San Joaquin Valley Under Way This Week

James E. Holbrook, Chairman of the Chamber's Domestic Trade Committee, announced that Joseph R. Mixer, Domestic Trade Department Manager, is now in the San Joaquin Valley on a week-long trade investigation trip to uncover new trade opportunities for San Francisco business firms.

"With the return of the buyer's market, the Chamber recognizes the need for furnishing member with up-to-date information on the requirements of San Francisco's various markets," Holbrook said. "Our members need to be informed of the local community's reaction to San Francisco firms, and what San Francisco should do to increase trade."

The trade investigation trip will include Merced, Madera, Fresno, Visalia, Hanford, Tulare and Bakersfield. Mixer is conferring with Chamber officials, newspaper publishers, retailers, wholesalers, manufacturers and agricultural leaders.

A report on the trip, the first of its kind made by the Chamber since the war, will be released in the near future.

Invest In America Week Co-sponsored by Chamber

The "success story of the American free enterprise system" will be told April 25-May 1 during Invest In America Week, co-sponsored by the Chamber, the Investment Bankers Association, the San Francisco Stock Exchange, civic groups and over 100 business firms.

The event is designed to bring home to the average citizen the importance of having a stake in American industry and to stimulate better understanding of the free economic system, according to James B. Black, general chairman.

Through the week, the facilities of press, radio, television and billboards will carry

(Continued on Page 4)



FUTURE FARMER Philip M. Kelly of Palo Alto (above, right) may have closed his eyes at the wrong moment for this picture with the Chamber's J. W. Mailliard, III, but his wide-awakeness as a young farmer brought him a worthwhile reward, which he holds in his hand. It's a check for \$125 for "recognized achievement" in Future Farmers of America work. The award was made last Sunday, at the eighth annual Grand National Junior Livestock Exposition at the Cow Palace by Mailliard who not only was Chairman of the event which closed yesterday, but also Chairman of the Chamber's Agricultural Committee. Young Kelly is to use the money, donated by the Chamber, toward purchase of a feeder calf which he will fatten and groom for entry in next year's show. The award is part of the Chamber's continuing program of farm-city relations.

Muni Conference Men Join New Parking Group

At least eight member organizations of the San Francisco Municipal Conference will serve as members of the Chamber's expanded Parking Section to coordinate work on the city's parking problem, Chamber Manager G. L. Fox announced this week.

Responding to invitations sent directly after announcement of the expanded Chamber Section, the following men have been named by their respective organizations to sit as members of the new group:

George D. Smith—California Northern Hotel Association; Thomas J. Lenahan—Retail Merchants Association; Jackson Dorn—Apartment House Association; Kenneth H. Smitten—Real Estate Board; and Peter B. Van Gelder—Junior Chamber of Commerce.

The Building Owners and Managers Association has agreed to delegate a representative, whose name will be announced shortly.

The Retail Dry Goods Association is already represented by its President, Karl M.

(Continued on Page 4)

C. of C. Demands Word From Defense Dept. on Troop Ship Transfers

The San Francisco Chamber has taken steps to demand from the Department of Defense justification, from the standpoints of economy and efficiency, for the moving of troopships from San Francisco to Seattle.

Chamber General Manager G. L. Fox conferred by telephone with Congressman John F. Shelly last week and asked that he "demand sufficient information from the department to demonstrate that this is not a prejudicial move but one of true economy and efficiency."

Shelly talked with California Representatives Hubert B. Scudder, Arthur Younger, Leroy Johnson and John J. Allen prior to formulating the demand for information.

Fox emphasized this week that "The Chamber is interested in facts. If it can be shown that the transferring of these ships to Seattle will truly save money and make for greater efficiency, we cannot oppose it."

It may be that the Department of Defense can support the move on the bases of economy and efficiency, Fox said, but added, "Our investigation so far shows that the move will not lend itself to these goals and, as a matter of fact, may cost the government more money rather than saving money."

Support Urged for Ike's Foreign Economic Policy

Approval of President Eisenhower's message to Congress on foreign economic policy, which emphasized that the United States should provide leadership to the world in securing a higher level of two-way trade, has been expressed by the San Francisco Chamber of Commerce.

The Chamber's Board of Directors recommended that steps be taken to support legislation in Congress to implement the policy submitted in the President's message March 30. All recommendations in the message are consistent with the San Francisco Chamber's World Trade Policy Declaration issued in April, 1953, it was pointed out by Hene A. May, Chairman of the Chamber's World Trade Committee, and James S. Baker, president of the World Trade Association.

Mr. Eisenhower specifically requested continuation of the Trade Agreements Program for a period of three years and asked that the President be given additional authority to reduce tariff rates on a gradual basis, item by item, through reciprocal negotiations. He also called for legislation to improve customs procedures and to accomplish other objectives to remove trade barriers both here and abroad.

Steps will be taken by the Chamber to secure public support for the legislation required to implement the President's recommendations.

World Trade is of great importance to (Continued on Page 4)

Chamber Action

Highlights of the Past Two Weeks:

1. Asked Dept. of Defense to justify moving of troopships from SF (P. 1)
2. Made trade investigation trip to Valley (P. 1)
3. Co-sponsored "Invest-In-America Week" (P. 1)
4. Pursued new parking coordination plan (P. 1)
5. Presented Jr. Livestock award (P. 1)
6. Approved President's foreign economic policy; took steps to secure public support (P. 1)
7. Completed plans for Fresno trade trip (P. 1)
8. Set up meeting to instruct members on selling to Ordinance District (P. 1)
9. Completed special report on Plastic (P. 1)
10. Welcomed 60 new Chamber members (P. 1)
11. Prepared "World Trade literature" (P. 3)
12. Scheduled Armed Forces luncheon (P. 2)
13. Spsponsored Bay Area Science Fair (P. 2)

Thirty-five Scheduled For Trade Visit to Fresno

Victor A. Barbata of the Bethlehem Pacific Coast Steel Corp., will serve as Chairman of the Chamber's trade development trip to Fresno Wednesday, April 28, according to Stanton Haight, Chairman of the Chamber's Inter-City Section.

Approximately 35 Chamber members are expected to be in the delegation. Arriving in Fresno at 12:25 p.m. aboard the Southern Pacific Valley Daylight, they will return the same evening aboard a United Air Lines plane. Afternoon conferences with Fresno business and agricultural leaders will cover the subjects of water supply and development, agricultural conditions and prices, industrial expansion trends and business relationships.

Fresno, which is rapidly expanding in population, is a prime market for San Francisco's goods, Haight pointed out. Fresno county has an effective buying income of \$477,157.00.

Reservations for the trade trip may be made by calling EXbrook 2-4511, Ext. 63.

Thirty S. F. Corporations Have Assets of \$26 Billion

Thirty large corporations with national headquarters in San Francisco have combined assets of more than 26 billion dollars — 3.6 billion of which was built up since December of 1950, according to the Chamber's Research Department.

Some of these San Francisco corporations are among the largest in the nation, according to the survey, and all 30 represent a broad cross-section of the western economy. They include finance, utilities, railroads, shipping, manufacturing and trade. Seven are billion dollar businesses and 12 range between 100 million and one billion dollars. The remaining have assets of under 100 million dollars.

Their combined assets as of December, 1950, amounted to 22½ billion dollars, according to the report. In 1951 they had grown to almost 24½ billion and in 1953 to over 26½ billion — an increase of 15.9 per cent over 1950.

"This is one good reason," said the Chamber General Manager G. L. Fox, "why we call San Francisco the financial center of the west, and a 'business headquarters city'."

Copies of the report are available to Chamber members.

List P. O. Closing Times

As part of the Chamber's program to stimulate trade during 1954, the Postal Subcommittee has compiled a list of Rincon Annex Post Office closing times which will assist firms in assuring prompt delivery of their mail through the San Francisco trading area.

Henry Hofmann, Chairman of the Postal Subcommittee, said the new brochure supplements a previously released list of post office closing times in cities and towns throughout the trading area which assure next morning delivery in San Francisco. Both publications are available by calling EXbrook 2-4511, Ext. 76.

Sales managers, salesmen and office managers can improve their customer relationships by alerting their organizations to closing times that assure prompt mail delivery, Hofmann said.

Industrial Activity Still On Upswing in Bay Region

San Francisco and the Bay Region had thirty-four more industrial development projects in the first two months of 1954 than in the corresponding period of the record year of 1953, it was reported this week by the Chamber's Industrial Department.

Though the dollar total of capital investment for January and February was smaller than 1953, incomplete returns show the jobs-created total is up approximately two hundred.

Major projects contributing to this development are those of E. W. Bliss Co., San Jose; Gould - National Batteries, Inc., Antioch; Pacific Can Co., Sunnyvale; Pictsweet Foods, Inc., San Jose; and Tide Water Associated Oil Company, Avon.

Totals for January, February, and cumulative, 1954, are as follows:

SAN FRANCISCO			
JANUARY			
— New Plant	\$ 1,270,000.	6 Jobs	
7 Expansions	5,829,400.	9 Jobs	
7 Projects	\$ 1,270,000	9 Jobs	
8 New Plants	\$ 4,955,000		
41 Expansions	5,829,400		
49 Projects	\$10,784,400		
NORTHERN CALIFORNIA			
10 New Plants	\$ 5,082,500		
42 Expansions	6,079,400		
52 Projects	\$11,161,900		
FEBRUARY			
SAN FRANCISCO			
1 New Plant	\$ 50,000.	6 Jobs	
5 Expansions	297,000	18 Jobs	
6 Projects	\$ 347,000	24 Jobs	
BAY REGION			
11 New Plants	\$ 997,000		
31 Expansions	7,185,360		
42 Projects	\$ 8,182,360		
NORTHERN CALIFORNIA			
14 New Plants	\$ 3,157,000		
33 Expansions	7,485,360		
47 Projects	\$10,642,360		
CUMULATIVE			
SAN FRANCISCO			
12 New Plants	\$ 50,000.	6 Jobs	
12 Expansions	1,567,000	27 Jobs	
13 Projects	\$ 1,617,000	33 Jobs	
BAY REGION			
19 New Plants	\$ 5,952,000		
72 Expansions	13,014,760		
91 Projects	\$18,966,760		
NORTHERN CALIFORNIA			
24 New Plants	\$ 8,239,500		
75 Expansions	13,564,760		
99 Projects	\$21,804,260		

Chamber Aids Cinerama

The Chamber through its Publicity Department has furnished location and script suggestions, background of San Francisco and other aids in the filming of San Francisco scenes for a new Cinerama production.

San Francisco sequences have been completed and the two-hour motion picture should be ready for release by late summer. The Cinerama producers expressed their thanks to the Chamber for its cooperation.

FREE MAINTENANCE SHOW ADMISSION

Free tickets to the Western Plant Maintenance Show in Los Angeles July 13-15, which will be of interest to many Bay Area industrial executives, may be obtained by calling the Chamber's Research Department, General Manager G. L. Fox has announced.

The closed shop will interest owners, buyers, superintendents, engineers, chiefs of maintenance, safety, health, efficiency and other staff members of manufacturing or fabricating plants.

Gov't Purchasing to be Topic of Chamber Meet

Chamber members will learn the "how, what and where" of purchasing by the San Francisco Ordnance District — which presently is carrying in face value approximately \$450,000,000 worth of defense contracts — at a noon luncheon in the Green Room at the St. Francis Hotel Wednesday, April 21.

Sponsored by the Government Purchasing Subcommittee of the Chamber's Domestic Trade Department, the event will be part of the Chamber's program of fostering closer relationships between San Francisco business and government procurement agencies, according to Ben B. Eastman, Subcommittee Chairman.

The extent to which the Ordnance District buys from local manufacturers and suppliers, the allocation picture, and future trends will be explained by Bryon C. Heacock, District Chief; and Frank Kerr, Chief, Industrial Division.

Chamber members may secure reservations by calling EXbrook 2-4511, Ext. 76.

Chamber Plans Luncheon For Armed Forces May 14

Admiral Robert B. Carney, USN, Chief of Naval Operations, will be the principal speaker at the annual Armed Forces Day luncheon May 14 at the Commercial Club at which top ranking officers in all branches of the armed services in the Bay Area will be guests of honor, J. G. Mothermal, Chairman of the Chamber's Armed Forces Section, has announced.

Admiral Carney, a member of the Joint Chiefs of staff, will speak on "National Security Planning." The luncheon is being sponsored by the Chamber and the San Francisco Commercial Club. Representatives of the armed forces in the area will be guests at an informal reception prior to the luncheon, Mothermal said.

The annual event pays tribute to the Armed Forces and their importance to the economy of the Bay Area. Admiral Carney, who was born in Vallejo, has a distinguished combat record and assumed the highest post in the Navy August 17, 1953.

Science Fair Next Week At Academy of Sciences

Entries for the Bay Area Science Fair April 23 - May 2 at the Academy of Sciences, which is being co-sponsored by the Chamber, have exceeded the capacity of exhibit space, H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, reported this week.

The Fair, sponsored by leading industrial, educational and scientific organizations, is designed to encourage junior and senior high school student interest in careers in science.

"Doors to successful careers in all major industries are wide open to young graduates in scientific and technological fields," Fuller said.

Space at the fair, limited to 240 individual and 60 group exhibits, is being assigned in proportion to the size of the school and number of projects. Some schools are holding preliminary exhibitions to select projects.

Welcome...

New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization.

DUDLEY ANDERSON & YUTZY
Public Relations 235 Montgomery Street

ELLIOTT, GOETZE & BOONE
Advertising Agency 681 Market Street

ENDURANCE METAL PRODUCTS CO.
Steel Fabrication
7490 Mission Street
Colma, California

FAR EAST CO.
Importers-Exporters 760 Sacramento Street

THEO. HAMM BREWING CO.
Brewing 1550 Bryant Street

HOTEL GATES
Hotel 140 Ellis Street

JACK POT
Sandwich Shop 645 Clay Street

J. WILBUR JONES
Real Estate Broker 25 California Street

GRAHAM KISLINGBURY PUBLIC RELATIONS
Public Relations 988 Market Street

L. H. KRUSI
Decorative Imports 408 Jackson Street

LUCKY STRIKE BROKERAGE CO.
Produce Brokers 236 Clay Street

MARTIN DISTRIBUTING CO.
Electrical Goods 175 Jessie Street

MULTICHROME LABORATORIES
Motion Picture Laboratory 760 Gough Street

DAVID L. O'BERRY
Calendars and Adv. Specialties
168 Crestwood Drive

PACIFIC NASH
Nash Dealer 3800 Geary Blvd.

Investigation Asked for Private U. S. Shipbuilding

W. P. Fuller, III, Chairman of the Chamber's Shipbuilding Committee, announced this week that Representatives William S. Mailliard and John F. Shelley of San Francisco, and John J. Allen, Jr. of Oakland, have joined with other members of the House Committee on Merchant Marine and Fisheries in introducing identical House resolutions calling for a thorough study of the condition of the private shipbuilding industry of the United States.

The resolutions, Fuller said, ask for Congressional action to maintain private shipyards at a sufficiently high level of activity to meet peacetime needs of the U. S. Merchant Marine and to "provide an acceptable mobilization base in time of emergency."

Citing the distressed state of shipbuilding and repair in the Bay Area and the Pacific Coast generally, the Congressmen stated their hope that the proposed investigation would result in action to assure a fair share of ship work for yards on all coasts.

Should their resolution be adopted, public hearings would be held during the Fall in the various shipbuilding regions, including the San Francisco-Oakland area.

Chamber representatives and other local leaders of industry plan to confer during the coming Easter recess of Congress with the three Congressmen when they return to this area.



Sixty new members of the San Francisco Chamber were officially welcomed into the organization Monday by the Second Century Club at its first "assimilation meeting" of the year. Shown above are Chamber officials and some of the new members who attended the luncheon gathering in the Commercial Club presided over by Second Century Club President A. C. Meyer. Chamber President Jesse W. Tapp (left background) delivered an address of welcome and General

Manager G. L. Fox (to right of Tapp) presented an outline of the Chamber's organization and work program. Following the meeting, new members were taken on a tour of Chamber offices.

Seventeen members of the Second Century Club—which is one of the Chamber's principal membership relations bodies—hosted the newcomers who were part of a total of more than 100 who joined the Chamber since the first of the year.

Chamber Study Points Up Western Plastics Future

Although the West Coast plastics industry is expanding rapidly, particularly from the fabricating standpoint, practically all plastics compounds are being shipped in from manufacturing centers east of the Rockies, according to a report just completed by the Chamber's Chemical Industries Section.

The majority of the raw materials essential to a well-balanced plastics and resin industry are readily available on the West Coast and the Bay Area is in a preferred position to support those plastics requiring Chlorine and Phenol, according to the report prepared under the supervision of Chairman M. H. Scott.

The plastics and resins report is the third in a series of studies "aimed at presenting a clear picture of the Western potential to selected chemical and allied industries." Scott said. The first two reports, issued last year, were on pharmaceuticals and packaging.

The number of plastics fabricators located in the 11 Western states increased from two per cent of the national total in 1950 to four per cent at the end of 1952, increasing western consumption of plastics compounds appreciably, the report stated.

Available free to members, the report traces the history of the plastics industry in the United States which "originated in 1868 to improve the Eight Ball"—to find a substitute for ivory billiard balls. Statistics are included on the five divisions or types of operations of the industry: producers of plastic materials; molders and extruders; fabricators; laminators; and film and sheeting processors and fabricators.

California Congressmen Agree

"Unanimous support" was voted early this week by California's delegation in the House of Representatives, "of any site in California" which the Air Force Academy Site Selection Commission and the Secretary of the

World Trade Literature Presents Opportunities

New avenues of trade with other countries are opening constantly, Rene A. May, Chairman of the Chamber's World Trade Committee, said this week in pointing out a number of Chamber publications designed to aid members in taking advantage of these lucrative import and export trade opportunities.

"Imported products may be just the thing your business needs to round out a complete service to your customers," May said. "On the other hand, foreign markets offer the local business firm an opportunity to expand distribution."

The World Trade publications comprise one of five major classifications of Chamber literature designed to help Chamber members expand their businesses. The other classifications are "Present and Potential Customers," "Sources of Supply Close at Hand," "Business Trends and Economic Data," and "Transportation and Traffic Information."

WORLD TRADE DEPARTMENT PUBLICATIONS TO HELP YOU EXPAND YOUR MARKETS

1. International Bulletin (Monthly).
2. California's Billion Dollar Industry, World Trade.
3. Uniform Contract and Rules of the Foreign Commerce Association of the San Francisco Chamber of Commerce—1947 (50¢ each). (Arbitration)
4. Foreign Government and Commercial Representatives in San Francisco (Semi-Annual).
5. San Francisco Importers and Exporters 1953.
6. San Francisco Custom House Brokers.
7. San Francisco Freight Forwarders.
8. San Francisco Ship Brokers.

On Air Academy Site Question

Air Force might select, Congressman William S. Mailliard notified the Chamber that the Commission, now examining California sites for the huge academy, has been informed of the agreement.

Hitting the High Spots

With Walt Brown

CHAMBER LEADERS in the news: **W. P. FULLER**, III, Chairman of the Chamber's Shipbuilding Comm., has been elected a director of Wells Fargo Bank & Union Trust Co. . . . **CLAY BERNARD**, Chairman of the Chamber's Aviation Section, has been awarded a diamond and gold pin by Arthur F. Kelly, v.p. of Western Air Lines for "long service to aviation" . . . **REGINALD H. BRIGGS**, Past Chamber Director, has been elected to the Bd. of the Down Town Assn. . . . **OTIS, McALLISTER & CO.**, of SF—one of the largest distributors of green coffee in the world—has merged with National Paper and Type Company. Otis, McAllister & Co. will be the official corporate entity with exec. hqts. still at 310 Sansome and J. B. S. Johnson as president. Activities relating to the graphic arts industry will continue as the National Paper & Type Co. Division of Otis, McAllister & Co. with hqts. at 129 Front St., New York . . . **THE 42nd ANNUAL MEETING** of the Chamber of Commerce of the U. S. in Washington, D. C., Apr. 26-28, promises to give business men "timely and profitable background on the problems they face in the year ahead" . . . **RAILROAD BUSINESS WOMEN'S ASSN.** OF SF will have as its guest speaker at dinner April 27 **ROBERT LANGNER**, Asst. Mgr., of the Chamber's World Trade Dept., according to Ass'n president **MRS. FRANCIS CROY** . . . **STEWART, EUBANKS, MEYERSON & YORK**, member firm of the SF and LA Stock Exchange, has rec'd a Merit Award for its miniature billboard window displays from Standard & Poor's Corporation, New York . . . **THE SWISS INDUSTRIES FAIR** will be held in Basel, May 8-18 with some 2,500 exhibitors. Further info' may be secured from the Consulate of Switzerland in SF, 55 New Montgomery St., EX 2-7118.

Foreign Economic Policy—

(Continued from Page 1)

California and the San Francisco Bay Area in particular, May and Baker pointed out in a joint report to the Board. "Supporting the President's program will make possible increased world trade and maritime business that will contribute to the well being of everyone—not only in this area, but throughout the country," the report concluded.

Invest in America Week—

(Continued from Page 1)

the message, and literature will be distributed from a booth in Union Square. On Thursday preceding the week, a dinner will be given for San Francisco school teachers and administrators. On Tuesday, April 27, Richfield Oil Company's television program, "Success Story" will originate from the Stock Exchange and will tell the story of how capital is raised.

Members of the Committee under Mr. Black are: Robert F. Mulhony, Chairman; L. H. Emery, Treasurer; and Mort Riedel, John I. Marx, Herbert C. Clark, Lloyd P. H. Hottel, J. F. Sullivan, Jr., Carl R. Bluth, Alden G. Reichen, C. Walter, Mark R. Sullivan, Daniel J. Gahan, T. S. Peterson, John Elliott, Ronald F. Kishler, Arnold Grossman, Jr., Henry F. North, Leo W. Lipp, S. Clark Ross, Reginald H. Briggs and James E. Crafts.

Committee Meetings

RETAIL MERCHANTS ASSOCIATION Board of Directors, April 16, 10:00 a.m., O'Farrell St.

Agenda: 1. Report of the President, 2. A. B. F. L. AIRPORT DEDICATION COMMITTEE, April 16, 10:00 a.m., 129 Front St., Mt. Diagonal Room.

Agenda: 1. Report of the President, 2. A. B. F. L. MUNICIPAL CONFERENCE—April 16, 10:00 a.m., 129 Front St., Mt. Diagonal Room.

WORLD TRADE ASSOCIATION April 16, 10:00 a.m., 129 Front St., Mt. Diagonal Room.

Agenda: 1. Harry B. . . . 2. . . . 3. . . . 4. . . . 5. . . . 6. . . . 7. . . . 8. . . . 9. . . . 10. . . .

S. F. INTERNATIONAL AIRPORT

San Francisco Progressogram* - - - - - No. 6



NEW TERMINAL ONE OF BEST IN WORLD

San Francisco International Airport is the aerial gateway of the United States to the vast Pacific Basin, serving the world's air traffic in the same manner that the city's world-famed harbor serves water-borne commerce and travel. The ultra-modern airport—for the most part reclaimed from tidelands of San Francisco Bay—is the natural air-gate development of this cosmopolitan "Crossroads of the World."

Located just 20 minutes from downtown San Francisco, the 3,685-acre International Airport includes a Seaplane Harbor and the world's most modern facilities for flight operations and handling passengers, air mail, express and freight. With present weather navigational aids, an average of 98.5 per cent of scheduled flights are completed.

The new airport terminal build-

ing is one of the most modern and beautiful buildings of its kind in the world. It was constructed at a cost of \$14,161,000, including the Terminal Building, concourses, air mail and cargo buildings, service building and central heating plant, utilities, aprons, roads, parking areas, walks, standby power plants, and cost of reclaiming land.

San Francisco International Airport traffic in 1953 included 115,891 planes in and out (average of scheduled landings and departures is one every 4.5 minutes, 1,927,077 passengers off and on, and 74,816,880 pounds of air mail, express and freight loaded and unloaded. The new terminal is designed to handle 3,000,000 passengers in and out each year, and can accommodate up to 5,000,000 before added facilities for expansion are placed in service.

*A regular feature . . . Ask the Chamber for Reprints: ENbrook 2-5511, Research Depts., Ext. 13 or 14.

Parking Section Members—

(Continued on Page 1)

Stull, who is a member of the original Chamber Section.

J. E. Jellick is Chairman of the expanded Section which will coordinate its studies of parking with traffic and transit problems

through another important Chamber Committee, Civic Development, headed by Alan K. Browne.

It is understood that the Traffic Section shortly will schedule a series of meetings aimed at organization, surveys and planning purposes.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Clegg, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Holland Reports Eight New Plant Possibilities Following Eastern Tour

San Francisco is regarded by most eastern industrialists as the logical headquarters city for their Western operations and there is an increasing interest in the Bay Region as a factory location, L. M. Holland, the Chamber's Industrial Department Manager, reported last week after a three-week tour of Eastern industrial centers.

"As the result of my interviews with selected industrial prospects in New York City, Philadelphia, Pittsburgh, Cleveland, Detroit and Chicago, there are indications that at least eight major firms of those on whom I called will take action this year to establish plants in the San Francisco Bay Region, and a number of others appear to be good prospects for future investments," Holland reported.

"I am convinced that San Francisco's continued leadership as the business and headquarters city of the Western United States is assured," he declared. "Maximum industrial growth of the Bay Region is subject to establishment of planned industrial districts, and prevention, through area-wide planning, of the encroachment of residential development on potentially prime industrial lands."

Holland's industrial development tour was made to expedite one of the "priority objectives" of the Chamber's 1954 program—creation of new factory jobs. Holland concentrated his efforts on industries whose needs can best be fulfilled in the San Francisco Bay Region, and whose establishment here will provide an even greater diversification.

In addition to conferring with industrialists and business leaders, he interviewed industrial agents of San Francisco-served railroads, officials in eastern offices of San Francisco engineering and architectural firms, industrial representatives of public utilities and Chamber of Commerce industrial managers. He also attended the American Industrial Development Council Convention in Washington, D. C.

CHAMBER SURVEYS 1,582 NATIONAL FIRMS

In further pursuance of a Chamber "priority objective" for 1954—increasing San Francisco's domestic trade—the Market Center Development Subcommittee last week completed a mailing of 1,582 letters to national firm executives seeking to stimulate their interest in this city as a West Coast market center.

B. W. Pickard, Chairman of the Subcommittee which operates under the Chamber's Domestic Trade Committee, said the end purpose of the mailing is to interest many of the fifteen hundred-plus executives in estab-



AMERICA'S TOP NAVAL OFFICER. Admiral Robert E. Carney (above) will be guest of honor at San Francisco's 1954 Armed Forces Day Luncheon Friday, May 14, at the San Francisco Commercial Club. Jointly sponsored by the Chamber and the Club, the event will salute the nation's Armed Forces. Admiral Carney will speak on "National Security Planning." Chamber President Jesse W. Tapp will preside. Persons desiring reservations for the colorful affair were urged this week to telephone (EX)brook 2-4511 or write the Chamber (333 Pine Street) as early as possible.

Chamber Action

Highlights of the Past Two Weeks:

1. Completed *personal industrial survey of Eastern cities* (P. 1)
2. Completed *personal trade survey of San Joaquin Valley* (P. 1)
3. Expanded *program for Shipbuilding group* (P. 1)
4. *Surveyed national firms* to stimulate interest in S.F. as market center (P. 1)
5. Planned *Armed Forces Day Luncheon* (P. 1)
6. Made *trade development trip to Fresno* (P. 3)
7. Held *Ordinance Purchasing Luncheon* (P. 3)
8. Awarded eight "*Century Certificates*" (P. 3)

lishing West Coast headquarters or branch distributing or manufacturing facilities in the San Francisco area.

He said the firms were carefully selected through detailed research and that the majority of them are not represented on the coast.

On the receipt of replies from these firms, additional promotional material will be sent and "every effort made to get them out here where we know they'll be successful," Pickard said.

Shipbuilding Committee Begins New Program For More Work, Cargo

More cargoes for American ships, a stronger Merchant Marine, and additional shipyard jobs for the Pacific Coast are objectives of an expanded program discussed last week by the Chamber's Shipbuilding Committee with members of Congress and representatives of the Propeller Club of the United States and the Pacific American Steamship Association.

As a result of the meeting, coastwide support will be sought for a program whereby the Merchant Marine Committee of the House of Representatives will be urged to conduct hearings on the private shipyard situation on the Pacific Coast. Private yards on the coast are essential to the nation's national defense, it is contended, but they must have more work if they are to be prepared for emergencies.

The Chamber's Committee, of which W. F. Fuller, III is Chairman, includes representatives of Bay Area shipyards, labor unions, the Marine Exchange, and other agencies concerned with the maritime industry. Congressmen William S. Mailliard and John F. Shelley of San Francisco and John J. Allen, Jr. of Oakland participated in the Chamber discussion, along with Hugh Gallagher, president of the Propeller Club of the United States and Robert E. Mayer, president of the Pacific American Steamship Association.

The program developed at the meeting will include activities to support federal legislation in behalf of the Merchant Marine, steps to stimulate the use of American ships for the movement of American cargoes, and the development of a plan for a long-range shipbuilding schedule.

S. F. Firms Enjoy Prestige In Valley, Mixer Reports

Business and industrial firms in the San Joaquin Valley as far south as Tulare still look on San Francisco as their logical trading center because of product quality and fast service, but San Francisco businessmen nevertheless must continue to do a selling job in the area, Joseph L. Mixer, Manager of the Chamber's Domestic Trade Department, declared last week.

New trade opportunities for San Francisco wholesale and distributing firms were the objectives of a week-long trade survey Mixer made in the Valley, covering the cities of Merced, Madera, Fresno, Visalia, Hanford, Tulare and Bakersfield. He reported "fine reaction" by Valley business people to San Francisco and to the San Francisco Chamber for its work of recent years in building closer relationships and promoting San Francisco services.

He said a recent shift by Valley retailers to buying in smaller quantities means an opportunity for local suppliers to "do a real job" in servicing them.

General Business Activity

Report By The Research Department

March, 1954

TREND

General business activity in the San Francisco area during March turned up sharply from the level of the preceding month, bringing the first quarter activity practically equal to the level of a year ago. Our activity index for the first quarter averaged 124.5 compared to 124.9 for the similar period last year. March activity at 134.1 likewise paralleled closely March a year ago at 134.5.

FINANCE

San Francisco's first quarter bank debits of \$9,387,713,000 topped last year by \$164 million or 1.8%. And March debits were up 2.1%. The Bay Area's first quarter debits of \$11,622,290,000 were 0.3% below last year's level and the 12th Federal Reserve District's debits of \$41,492,494,000 were down 1%. The market value of shares traded on the San Francisco Stock Exchange was 16% above the first quarter of last year but the number of shares was down more than one-third.

TRADE

First quarter department store sales throughout the west and nation were below last year and in San Francisco were down 7%. Department store sales in the San Francisco-Oakland Metropolitan Area and in California were down 8% and apparel sales down 12%; and 12th Federal Reserve District sales were down 9% and 11% respectively. Sales of large retail stores in San Francisco as reported to the Bureau of the Census for the first two months show food store sales 6% above a year ago and were the only group to show increases. General merchandise store sales were down 7%; apparel, 5%; furniture, 10%; automotive, 17% and jewelry, 18%. The Pacific Coast Merchant Wholesalers sales during the first two months of 1954 were 9% behind last year compared to 4% in the United States; but a few wholesale lines reported gains over the like period last year including fresh fruits and vegetables, and paper and paper products.

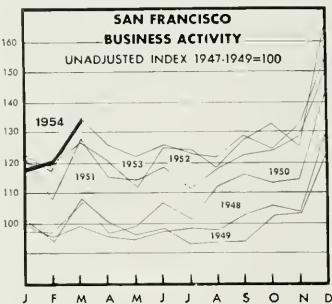
EMPLOYMENT

During the first quarter of 1954 total employment in the six-county metropolitan area averaged 996,300 or 1.9% below the same period last year; the service industry, the largest group, gave employment to 209,267 or an increase of 2.1% over the first quarter last year; the manufacturing industry, next largest group with an average of 204,400 employees during the first quarter, was down 2.8% and transportation, communication and utilities with 111,000 employees were down 4.5%. Retail trade with 168,966 employees averaged very close to last year and was down only 0.8%. The finance, insurance and real estate group tied last year's level with 64,500 employees. Construction with 60,266 employees showed the greatest drop, amounting to 8% and government with 86,663 was down 6.8%. The agricultural industry with 17,866 showed a gain of 3.9%.

TRANSPORTATION

First quarter freight car movements amounting to 39,640 were 10.7% below a year ago but truck movements during this period were up slightly, 0.4%. Port of San

Francisco Revenue tonnage for March was above last year due to increases in intercoastal and foreign movements; the first



quarter total of 1,309,468 revenue tons was off 5.5%, but intercoastal movements for this period amounting to 118,000 revenue tons were up 17% and foreign movements

amounting to 670,000 revenue tons were practically equal to last year. San Francisco International Airport traffic during the first quarter established new highs for this period with planes in-and-out, up 7.6%, and passengers off-and-on, up 2.4%, and air freight, 3.8%; air mail was off 0.3% and air express down 1.7%. First quarter Bay Bridge vehicle crossings amounting to 7,380,099 tied that of a year ago, and Golden Gate Bridge vehicle crossings amounting to 2,696,647 were up 2.8%. Out-of-state passenger cars entering Northern California gateways during March were 7.4% fewer than March last year.

CONSUMER PRICES

The Consumer Price Index for All Items in San Francisco in March, reported at 116.5 (1947-49 average = 100) by the U.S. Department of Labor was 0.3% below December but 0.9% above March, 1953. March prices of food, apparel, transportation and miscellaneous were below December but medical and reading and recreation items were up. Only housing and personal care items remained constant.

MARCH BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	MARCH 1954	% from 1953	3 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS	134.1	-0.3	124.5	-0.3
Total Number	859	14.2	1,942	-7.3
Value	1,166,135	19.2	9,306,910	-35.6
Residential, New	1,212,000	16.8	5,142,883	-27.7
Dwelling Units, New	117	-11.4	316	-34.8
Single-Family Units, New	89	12.7	226	-5.6
Non-Residential, New	2,000,609	14.0	3,302,912	-8.7
Addns., Alterations and Repairs	1,413,036	76.0	2,861,143	8.2
REAL ESTATE—Deeds Recorded	1722	-1.4	4,413	-6.5
*RETAIL DEPARTMENT STORE SALES	96	-10.3	93	-9.9
FINANCE—Bank Debts	\$500	3,514,701	2.1	9,487,713
Postal Receipts	\$3,521,134	21.2	9,140,176	23.2
S. F. Stock Exchange	1,325,078	39.3	3,309,958	-6.0
Shares Traded	24,999,799	15.6	66,212,234	16.1
Market Value \$	16	60.0	36	-2.7
COMMERCIAL FAILURES				
INDUSTRY TEND—Bay Area Counties Total Employed	593,100(p)	2.2	996,300(p)	1.9
Manufacturing—Average Weekly Earnings.....(Dollars)	81.15(f)	-7.8		
Manufacturing.....(Employment)	203,000(p)	-4.4	204,400(p)	-2.8
Construction, Contract	60,100(p)	-9.9	60,266(p)	-8.0
Finance, Ins., Real Estate	64,500(p)	-0.3	64,500(p)	0.0
Retail Trade	167,200(p)	-1.7	168,966(p)	-0.8
Wholesale Trade	71,000(p)	-2.1	71,200(p)	-0.4
Service	120,100(p)	2.1	209,267(p)	2.1
Trans., Comm. & Utilities	110,200(p)	-5.8	111,000(p)	-4.5
Agriculture	18,500(p)	3.1	17,866(p)	4.9
Govt.—Fed., State, City	86,300(p)	-1.0	86,663(p)	-0.8
Other	2,000(p)	-4.8	2,234(p)	-3.0
TRANSPORTATION Frt. Car Movements	15,121	11.8	39,640	10.7
S. F. Airport—Planes In and Out	10,167	6.0	29,511	7.6
Passengers Off and On	182,203	0.2	193,175	2.4
Air Mail Loaded & Unloaded	Lbs. 2,790,008	0.2	1,918,113	-0.3
Air Express Loaded & Unloaded	Lbs. 346,190	1.4	1,108,000	1.7
Air Freight Loaded & Unloaded	Lbs. 3,439,611	1.9	8,106,808	2.8
Rail Express Shipments	100,487	-18.2	27,411	-1.7
Rail Movements—S. F. Area	146.0	2.2	152.6	0.4
Out-of-State passenger car entries into N.C. Number	12	1.1		
PORT OF SAN FRANCISCO—Revenue Tons	482.7	1.1	1,308.4	8.5
Coastwise	Revenue Tons 6,005	-18.0	25,840	14.4
Intercoastal	Revenue Tons 11.3	1.3	13.8	2.1
Foreign	Revenue Tons 256,940	17.6	770,000	-0.3
CARGO VESSELS (S. F. Bay)—Arrivals	445	5.1	1,186	-6.5
Millions of Registered Tons	1,956,089	-7.2	5,602,493	-5.6
UTILITIES—Ind. and Comm. Gas Sales	Cu. Ft. 1,132,818,500	-2.1	4,556,003,400	-2.1
*Elec. Energy Sales—k.w. hours	Index 120.03	1.3	138	0.0
Water Consumption—Comm. and Ind.	Cu. Ft. 153,588,000	-0.3	457,620,000	-5.5
NEW DEVELOPMENTS—Tourist and Settler	Ing No. 1,148	-17.8	3,040	0.0
Bay Bridge Vehicle Crossings	Number 2,936,311	-1.0	7,380,099	0.0
Golden Gate Bridge Vehicle Crossings	Number 2,696,647	2.8	2,696,647	0.0
FRUITS AND VEGETABLES RECEIPTS	Carlots 17	2.4	44	4.4
LIVESTOCK SLAUGHTER (Insp. Dist.)	Number 15,445	-3.5	17,447	-1.7
*S. F. LIVING COSTS—All Items	Index 119.5	0.3		
*RETAIL FOOD	Index 115.2	0.5		

*New Series (1947-49 Avg. 100) (p) pre. (n) nat. (f) February Basis. Data Sources: (1) S. F. W. (2) U. S. Dept. of Commerce, Bureau of Economic Analysis, (3) U. S. Dept. of Labor, Bureau of Labor Statistics, (4) U. S. Dept. of Commerce, Bureau of Census, (5) U. S. Dept. of Commerce, Bureau of Economic Analysis, (6) U. S. Dept. of Commerce, Bureau of Economic Analysis, (7) U. S. Dept. of Commerce, Bureau of Economic Analysis, (8) U. S. Dept. of Commerce, Bureau of Economic Analysis, (9) U. S. Dept. of Commerce, Bureau of Economic Analysis, (10) U. S. Dept. of Commerce, Bureau of Economic Analysis, (11) U. S. Dept. of Commerce, Bureau of Economic Analysis, (12) U. S. Dept. of Commerce, Bureau of Economic Analysis, (13) U. S. Dept. of Commerce, Bureau of Economic Analysis, (14) U. S. Dept. of Commerce, Bureau of Economic Analysis, (15) U. S. Dept. of Commerce, Bureau of Economic Analysis, (16) U. S. Dept. of Commerce, Bureau of Economic Analysis, (17) U. S. 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Chamber Delegation Seeks New Fresno Trade

Fresno county is a rapidly expanding market for San Francisco businessmen, who must continually strive to improve service to this vital area, Victor A. Barbata of Bethlehem Pacific Steel Corp., reported following a trade development trip to Fresno, Wednesday, sponsored by the Chamber's Inter-City Section.

Stanton Haight, Section Chairman, reported that more than 25 Chamber members were in the delegation, of which Barbata was Chairman. The San Francisco Chamber members conferred with Fresno business and agricultural leaders on water supply and development, agricultural conditions and prices, industrial expansion trends and business relationships.

A complete report of the trip and recommendations for improving service to the Fresno county market, which has an effective annual buying income of \$477,157,000, will be issued by the Chamber's Domestic Trade Department in the near future, Barbata said.

Business, Economic Data In C of C Literature File

The Chamber's Research Department has a wealth of information immediately available to aid business firms in the assessment of present sales and the exploration of new markets, Charles S. Hobbs, Chairman of the Research Committee, pointed out this week.

"The aggressive business firm today looks and plans ahead," Hobbs said. "The various markets, ranging from the city of San Francisco to the 11 western states, are covered by one or more Chamber publications."

"Business Trends and Economic Data" comprises the final group out of five major classifications of Chamber literature designed to help members expand their businesses, he said. The other classifications, printed previously in BAY REGION BUSINESS, are "Present and Potential Customers," "Sources of Supply Close at Hand," "Transportation and Traffic Information," and "World Trade Publications."

BUSINESS TRENDS AND ECONOMIC DATA

1. 1953 Economic Survey and Yearly Review of San Francisco and the Bay Area (Annual)
2. General Business Activity in San Francisco and the Bay Region (Monthly)
3. San Francisco Business Activity Index (Monthly)
4. Meet San Francisco Today
5. San Francisco General Headquarters
6. San Francisco Trends
7. Dwelling Unit Permits—9 County Area by Cities and Counties—1950-51-52
8. San Francisco Housing by Census Tracts 1950
9. San Francisco Bay Region as a Factory Location—Progress Report (pictorial map)
10. Tabulation of New Plants and Expansions in the San Francisco Bay Region and Northern California by months, counties and industry
11. Census Tracts of San Francisco—118 Subdivisions of San Francisco Market
12. Population by Regions, Divisions and Western States
13. State Population Trends
14. Census Retail Trade Areas in San Francisco
15. California's Billion Dollar Industry, World Trade
16. San Francisco—Crossroads of the World
17. Chambergraphs
18. Progressograms



Century Certificates of Honor were presented by the Chamber earlier this month to the business leaders shown above whose firms have reached their 100th year of "constructive service to the City and County of San Francisco and its people"—left to right, M. D. Weill, president, Raphael Weill & Co. (The White House); Stuart N. Greenberg, Jr., M. Greenberg's Sons; Miss Edith Burns,

treasurer, S. H. Tyler & Son; Albert Santucci, Jr., vice president, Thomas-Allec Corp.; Leland D. Adams, Jr., president, Johnson & Joseph Co., Division of J. C. Hendry Co.; George S. Stroud, president, Hastings; Wheaton H. Brewer, executive advertising manager, California Farmer; and James K. Lochead, president, American Trust Co.

Manufacturers Briefed On Ordnance Purchases

San Francisco manufacturers, and representatives of one of the largest buying agencies in the world, were brought together at a luncheon meeting last week which sparked an exchange of ideas as to how each group could work more closely with the other.

The buying agency involved in this meeting—fourth of its kind sponsored by the Chamber's Government Purchasing Subcommittee with governmental procurement groups—was the San Francisco Ordnance District. Presiding was Ben B. Eastmen, Chairman of the Chamber Subcommittee. Ordnance District speakers were Byron C. Heacock, Col. John M. Stark, and Frank Kerr.

Operations, goals and methods of purchasing were explained by the Ordnance District representatives and it was pointed out that although there will be a "reasonable decline" in purchases from last year, local businessmen still have excellent opportunities to avail themselves of new contracts.

George F. Hansen, Vice Chairman of the Chamber's Subcommittee, emphasized the Chamber's many services in putting District procurement officers in touch with local manufacturers, referring them to Bay Region sources for merchandise and services, maintaining current procurement bid information and other activities.

Wanted—Bay Region Merchandise

The Chamber's Domestic Trade Department reports that Associated Grocers Co-op of Seattle, Washington, representing 550 stores, is seeking merchandise from Bay Region manufacturers both to sell and to use as premiums or prizes. The broad coverage of the Co-op enables it to merchandise many items not normally associated with the grocery industry. Further information may be obtained from the organization at 3301 Norfolk St., P. O. Box 3163, Seattle 14 Washington.

Junior Ambassador Trip Open To S.F. Youngsters

San Francisco's cultural and commercial ties with Latin America can be strengthened through participation by this city in a forthcoming "Junior Ambassador" tour of South American countries sponsored by Pan American World Airways and PANAGRA, according to the Chamber's World Trade Department headed by Alvin C. Eichholz.

American boys ranging in age from 14 to 16 have been invited by Panama, Columbia, Ecuador, Peru, Bolivia, Chile and Argentina to return, this summer, a visit made by 35 of their boys to the United States last October. The "return visit" will start July 9 from Miami and will last through July 30. The boys will be entertained by the government, schools and service clubs of each country visited.

Eichholz said it is hoped local boys may find it possible to participate and invited further inquiries at the Chamber.

Chamber Mining Group Will Attend State Meet

The Chamber's Mining Committee will send a delegation to a statewide mining meeting to be held Saturday, May 15, at Mariposa in connection with the Mariposa Courthouse Centennial celebration, according to Phil R. Bradley, Jr., Mining Committee Chairman.

Both the facilities and the meeting permit the inclusion of wives on the trip, Bradley said. Committee members are urged to make their reservations immediately by calling the Chamber's Industrial Department, EXbrook 2-4511, Ext. 87, since the Centennial celebration is scheduled for May 7-16.

Expected to attract mining groups and industry leaders from all over the state, the meeting will include morning, afternoon and evening sessions. National authorities on mining are scheduled to speak, Bradley said.

Hitting the High Spots

With Walt Brown

W. B. CAMP of Bakersfield, backed by the SF Chamber and many other organizations in the West for a second term on the Bd. of Directors of the U.S. Chamber representing Agriculture, has been re-elected for another 2 yrs. . . . "guaranteeing the West sound and vigorous representation," according to Chamber Gen. Mgr. G. L. Fox. . . . **SF'S HARBOR** marked its 91st anniversary under State operation last Sat., with construction of the two million dollar World Trade Center standing out as the high point of the year ahead. . . . **RAY E. MARKS** of Southern Pacific Co. has been promoted from Asst. Tax Commissioner to Asst. to the Vice Pres.; he'll remain headquartered in SF. Marks is a hard-working member of the Chamber's Legislative & Natl. Affairs Section. . . . **JOSEPH O'DONOHUE**, the Chamber's Membership Relations Dept. Mgr., has been elected a director in the SF Sales Executives Assn.—his second 2-yr. term. . . . **WESTERN AIR LINES** this month embarked on its 28th yr. of regular scheduled air transportation in the U.S.; celebrated its "birthday" in 44 cities throughout the West. . . . **PHILIP McCURE**, Asst. Treasurer of the Chamber and past Jr. Chamber Pres., looks as if he's on his way to presidency of the State Junior Chamber—if his many supporters have anything to say about it! (Tomorrow is election day). . . . **CALIFORNIA SOCIETY OF PROFESSIONAL ENGINEERS** will put on the largest trade show in its history in SF May 27-29. It will be staged in conjunction with the Society's annual state convention, headquartered at the Mark Hopkins. . . . **ESPENET**, an outgrowth of the "Do it Yourself" trend, is in business at 3109 Geary Blvd., aiming its work especially at hobbyists who enjoy woodworking. The firm sells hardwoods in every stage of manufacture from raw lumber to finished furniture—claims to be the only venture of its kind in the Bay Area. . . . **DR. MORTIMER ADLER's** television series during May—Sundays, 1 p.m., KGO-TV—will be on "Man." The famous philosopher, director of the Institute for Philosophical Research, will deal with the conflict between the Darwinian and the pre-Darwinian theory of the nature and origin of man. . . . **CAL-PICTURES INC.** announces that Ivan Essayan, well-known Bay Area photographer, has joined its staff.

Committee Meetings

CHEMICAL INDUSTRIES SECTION—April 30, Fairmont Hotel, 12:15 p.m.

GOLDEN GATE TRADE AND MARITIME FESTIVAL COMMITTEE—April 30, El Jardin, 12 noon

Agenda: "Home Stretch" review of all phases of program for the Golden Gate Trade and Maritime Festival

HAWAIIAN AFFAIRS SECTION—May 5, Commercial Club, 12 noon

WORLD TRADE ASSOCIATION—EXECUTIVE COMMITTEE—May 6, 1954, Terrace Room, Fairmont Hotel, 10 a.m.

WORLD TRADE ASSOCIATION—Terrace Room, Fairmont Hotel, 12 noon, May 7

Agenda: Robert E. Simpson, Acting Dir., Office of Econ. Affairs, Bur. of Foreign Commerce, guest speaker

BUSINESS-EDUCATION COMMITTEE—May 7, Room 201, Chamber, 11:30 a.m.

Agenda: Appraisal of Education-Business Day and plans for Business-Education Day, November 7

TECHNICAL PROJECTS COMMITTEE—May 7, Commercial Club, 12:15 p.m.

Agenda: Discussion of water resource development and atmospheric pollution

WORLD TRADE COMMITTEE—May 10, Upton's Restaurant, 565 California St., 12 noon

Agenda: Discussion of current national world trade legislation and committee reports

AGRICULTURAL COMMITTEE—May 11, Vanderbilt Room, Fairmont Hotel, 12:15 p.m.

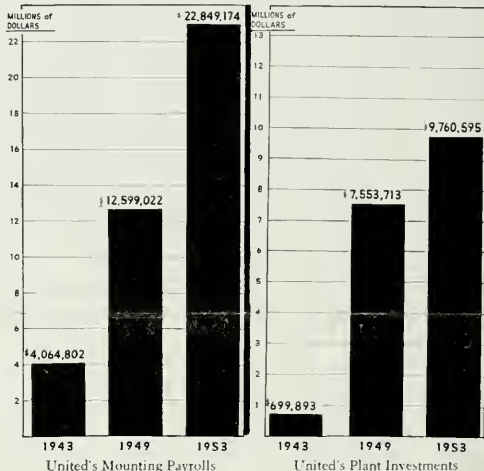
Agenda: Film on 1953 Grain National Livestock Exposition

WORLD TRADE ASSOCIATION—May 12, 1954, Terrace Room, Fairmont Hotel, 12 noon

Agenda: Ralph S. Class, Jr., President, N. American Chamber of Commerce, guest speaker

AIRLINES AID S.F. PROGRESS

San Francisco Chambergraph* - - - - - No. 6



UNITED SETS PACE IN PAYROLLS, PLANTS

San Francisco is famous for its great transcontinental and transoceanic airlines that operate from the city's multi-million dollar International Airport just 20 minutes from downtown. These airlines have brought world-wide recognition to San Francisco as the nation's aerial gateway to the Pacific—and they have also contributed vastly to the city's economic advances.

United Air Lines is an excellent example of San Francisco's airlines which give so richly to The City's progress. Over and above its outstanding service, this firm has brought exceedingly large payrolls and industrial investments to San Francisco.

Fourth largest employer in San Francisco and San Mateo Counties, United's payrolls have grown from \$61,458 in 1938 to nearly \$23 million in 1953—employees, from 1,648 in 1943 to 4,566 in 1953.

United's plant investments in hangars, shops, warehouses, and other structures have grown in value over the past ten years from well under a million to almost ten million dollars. The figure is expected to exceed \$13 million by next year.

This is the kind of business confidence and activity that moves San Francisco constantly ahead. Payrolls, plant activity, solid service—such are the keystones of The City's progress.

*A regular feature . . . Ask the Chamber for Reprints: Exbrook 2-4311, Research Dept., Ext. 13 or 14.

Retail Merchants Ass'n Approves Propositions A, B, E

Approval of Propositions "A," "B" and "E," which will appear on the June 8 primary election ballot, has been voted by the Board of Directors of the Chamber's Retail Merchants Association, President J. Howard Patrick has announced.

The Chamber's Board of Directors previ-

ously approved YES votes on the same propositions.

Proposition "A" concerns the wage formula of bus and streetcar operators, Proposition "B" favors one-man-operated modern streetcars and Proposition "E" would put into effect "Plan B" to preserve the cable cars.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Ralph S. Class, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Parking Section Plans Detailed Study of All Proposed Solutions

The Chamber's Parking Section, recently expanded to expedite the solution of San Francisco's parking situation, has recommended the preparation of an index-summary of all parking proposals, and urged that proponents of various parking plans appear before regular section meetings to explain their merits, J. E. Jellick, Section Chairman, reports.

At the initial meeting of the expanded Section May 5, Alan K. Browne, Civic Development Committee Chairman, explained the responsibility of the Section as follows:

1. To study the problem of parking in San Francisco and recommend a policy of action for adoption by the Chamber's Board of Directors. The action program would then be submitted to the newly formed San Francisco Parking and Transit Council.

2. To include in the scope of the Section's activity the engineering, financial, economic and legal factors involved in parking.

The expanded Parking Section, which now includes representatives of most organizations in the Municipal Conference, then recommended preparation of an index-summary of all parking proposals from the time of the De Leuw Cather Report to date.

The appointment of the Parking and Transit Council, composed of top level business and civic leaders, was announced recently by Chamber President Jesse W. Tapp and Edward V. Mills, President of the Down Town Association.

Philip E. Landis is Chairman of the new Council.

Fall and Winter Market Shows to Attract 50,000

A new list of Market Showings in San Francisco for the summer and fall of 1954, issued by the Chamber's Domestic Trade Department, reveals that 21 important Market Showings are scheduled—an increase of seven over previous reports—according to Frank Runyan, Chairman of the Market Weeks Promotion Subcommittee.

The important Market Showings are expected to attract a total attendance of 50,000 persons, Runyan said. The list will be distributed by the Chamber's Domestic Trade Department to communities in the 11 Western states in order to stimulate attendance of retailers at the shows.

San Francisco Market Weeks are generally accepted as among the best of the regional shows, attracting many thousands of buyers annually and adding to the city's prestige as a market center, Runyan said.

They provide retailers with an opportunity to see a wide variety of merchandise, compare new lines and offerings, and to make the best possible selection for their stores.

Golden Gate Trade and Maritime Festival Next Week Will Salute Port, World Commerce

San Francisco will honor her great harbor and its international commerce next week with the opening on Monday, May 17 of the weeklong "Golden Gate Trade and Maritime Festival."

Through a varied and full program of activities and events, public attention will be focussed on the port facilities and ships, the men and cargoes which produce the "Gold Through the Golden Gate." (See a complete program

on Page 3 in the special International Bulletin supplement.)

Complete with the traditional and lovely "Queen"—this year, Betty Jardine of American Airlines — the seven-day program



calls for a great number of special events and activities, all with one objective in common: to encourage public participation in order to make Bay Area residents aware of the personal importance to them in terms of jobs and prosperity

which the Harbor and it's ships and trade represent.

George E. Talmage, Jr., Pacific Transport Lines' vice president and chairman of World Trade Week, traditionally sponsored by the San Francisco Chamber and the Chamber's World Trade Association, said, "Each year we believe that our program and job is more important than ever, and perhaps it's true, for it's difficult to think of any time when our policies and actions had as much effect on the world. On a national and local basis, we must surpass previous efforts to reach the ultimate goal of peace and prosperity, which really rest on international commerce between nations."

Other sponsors of the Festival are the Peller Club (Port of San Francisco) and the Marine Committee of the Junior Chamber of Commerce. Co-operating in the program are the City and County of San Francisco, the Marine Exchange and the Board of State Harbor Commissioners.

Admiral Carney to Speak At C of C Luncheon Today

Armed Forces Day, May 15, will be observed in advance today by the San Francisco Chamber of Commerce and the San Francisco Commercial Club at a special "Armed Forces Day" Luncheon in the Club's main dining room. Guest of honor and principal speaker will be Admiral Robert B. Carney, USN, Chief of Naval Operations, Washington D.C.

"A New Look at Unification" will be the title of Admiral Carney's address. Chamber President Jesse W. Tapp will preside, and a large attendance is expected.

S.F. Industrial Expansion Trend Continues Upward

The number of new industrial projects reported during the first quarter for both San Francisco and the Bay Region showed an increase over the same period last year, according to a report issued this week by the Chamber's Industrial Department.

San Francisco's first quarter industrial development was up 40 per cent in number of projects and one per cent in capital investment over the same period last year. During March, eight new industrial projects, with a total capital investment of \$5,605,000, were announced in San Francisco—an increase of three projects and \$4,410,000 in investments over March of last year. New jobs involved totaled 50, compared with 45 last year.

Capital investments of \$13,851,700 brought 15 new plants and 39 expansions of existing facilities to the entire Bay Region in March. First quarter figures for the Bay Region show an increase of five new plants and 34 expansions over the same period last year.

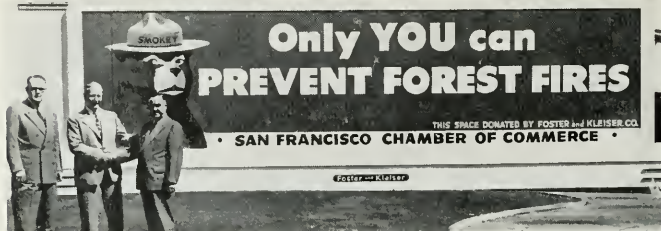
JANUARY THROUGH MARCH, 1954			
SAN FRANCISCO			
13 New Plants	\$ 102,000	18 Jobs	
18 Expansions	7,120,000	65 Jobs	
	\$ 7,222,000	83 Jobs	
BAY REGION			
21 Projects	\$11,447,000		
34 New Plants	21,371,460		
111 Expansions			
	\$32,818,460		
NORTHERN CALIFORNIA			
42 New Plants	\$14,319,500		
115 Expansions	22,231,460		
	\$36,540,960		
157 Projects			

(Editor's Note: The reader should not be confused by erroneous numbering of pages 2 and 7 in today's issue. This was a printer's error while making last-minute changes to conform to the addition of International Bulletin.)

Chamber Action

Highlights of the Past Two Weeks:

1. Launched expanded Parking Section work (P. 1)
2. Compiled list of Market Showings (P. 1)
3. Scheduled Armed Forces Day luncheon (P. 1)
4. Completed plans for co-sponsorship of Golden Gate Trade and Maritime Festival (P. 1)
5. Took action in rail rates case (P. 7)
6. Planned new trade development trip (P. 7)
7. Urged convention facilities study (P. 7)
8. Continued "Keep Green" program (P. 2)
9. Took action on two federal measures (P. 2)
10. Received results of national firms survey (P. 7)



The Chamber's "Keep Green" program for forest and range fire prevention, which has brought national recognition to San Francisco, has been expanded and is off to an early start this year, according to William J. Losh, Committee Chairman.

Above, left to right, are: Chamber President Jesse W. Tapp, D. R. McNeill, vice-president of Foster and Kleiser Co., and Losh, at a billboard donated by Foster and

Kleiser to spread the Chamber's "Keep Green" message.

Chamber members are urged to get their "Keep Green" programs under way immediately. Suggested materials for posters, publicity, mailers, seals, envelope enclosures, and stamps are available from the Chamber's Special Events Department, EXbrook 2-4511, Ext. 86.

Air Pollution Measure Gets C of C Attention

Approval of the principal of accelerated amortization of industrial air pollution treatment works as embodied in an amendment to S. 2938, now before Congress, has been voted by the Chamber's Board of Directors at the request of the Technical Projects Committee.

The period of amortization, the amendment provides, shall be 60 months following the month in which the treatment equipment is completed or acquired, or within the succeeding taxable year. The amortization principle would be an effective means of encouraging the voluntary prevention of air pollution, according to Glen Ireland, Chairman of the Technical Project Committee.

The proposed legislation, S. 2938, provides for a program of technical research and studies on the causes and prevention of air pollution, and for loans to any business enterprise to aid in financing air pollution treatment equipment.

Redevelopment Threatened

Opposition to a proviso in the Independent Offices Appropriation bill which would tend to discourage the entire San Francisco redevelopment program, including the Western Addition, Diamond Heights and South Market areas, has been voted by the Chamber's Board of Directors at the request of the Industrial Development Committee.

James Q. Brett, Committee Chairman, told the Board the proviso prohibits payment of capital grants for redevelopment unless incidental uses are restricted to those essential for residential uses.

Brett reported that officials of the San Francisco Redevelopment Agency said the proviso "would materially and unnecessarily jeopardize the consummation of many worthwhile redevelopment projects . . . and would unquestionably result in irreparable damage to the nation's redevelopment program."

STANFORD ALUMNI MEET CONFERENCE

Stanford alumni—don't forget tomorrow's Twenty-Second Annual Homecoming Conference! Registration is at 9:00 a.m. in the foyer of Memorial Hall. The morning will be devoted to discussions of Stanford's current achievements and afternoon sessions will deal with a wide range of current topics.

Contact the Stanford Alumni Association Bowman Alumni House, Stanford University (Davenport 2-2634) for further information.

Senior Citizens Display Hobby Results at Show

The first Senior Citizens Hobby Show, of which the Chamber is a co-sponsor, opened Monday and will continue through May 17 in the sixth floor auditorium of The Emporium, according to Dr. Rodney R. Beard, Acting Chairman of the Chamber's Public Health Section.

The work of some 200 San Franciscans, ranging in age from 60 to 102, is included among the 500 objects exhibited. "The purpose of the show is to stimulate appreciation of the abilities of our Senior Citizens and to encourage them to develop and share their spare time avocations," Dr. Beard said.

"Forty-Plus" Places 48

Forty-eight jobs since January 1 for men over 40 years of age is the new placement record of executive type men made by the 40 Plus Association of Northern California, Inc., according to Charles T. Root, organizer and publicity director.

The Association, located at 170 Tenth Street, Market 1-3609, invites industry interest and co-operation in its program to provides jobs for experienced men over 40 years of age of good reputation, with backgrounds of executive responsibility and judgement. "When you re-hire an older man, you save the expense of training a new man and the older man stays put," said Root.

Growing Importance of Civic Agencies Stressed At Conference of Better Business Bureaus Here

The growing importance of civic agencies in their relation to the current economy was stressed at the opening session of the Association of Better Business Bureaus Conference at the Fairmont Hotel last week by G. H. Dennison, general manager of the Better Business Bureau of Pittsburgh, Inc. Dennison urged that because of the opportunities for self regulation under the present political climate, businessmen should more fully utilize the services of their civic agencies.

He said that while American business leads the world in the production and sale of goods, it has not done so well in the area of public and employee relations. It is now time, he declared, to "produce and merchandise improved relations by strengthening civic agencies."

Dennison urged business to "audit the services of its civic agencies with the same

Report Shows "E-B" Day Most Successful Ever

This year's Education-Business Day, April 2, was the most successful in recent years, from the standpoints of attendance as well as enthusiasm by business representatives, according to John A. Remick, Chairman of the Chamber's Business-Education Committee.

A total of 619 representatives of the San Francisco business community visited the schools—an increase of 117 over actual participants last year, Remick reported. The number of companies represented this year totaled 191—compared with 169 last year.

Typical of many letters sent by business representatives to school and to the Chamber following the event, was a letter addressed to Remick by Louis W. Niggeman, vice president of Fireman's Fund Insurance Company, which read in part:

"All participants felt the program was well arranged and that the experience was interesting and informative. Certainly, from our company's standpoint, the Chamber of Commerce and your Committee are to be congratulated on having done an excellent job in sponsoring Education-Business Day."

Inventory Tax Subject Of S.F. Senate Hearing

Chamber members will have an opportunity to express their opinions regarding inventory tax practices—a major headache to many local businessmen and a subject of current study by the Chamber—at hearings of the Senate Interim Committee on State and Local Taxation, 10 a.m., Mon.-Tues., May 17-18 in Room 228, City Hall.

W. B. Imholt, Chairman of the Domestic Trade Committee's Taxation Sub-committee has directed the Chamber's study of inventory tax practices. Imholt urged interested Chamber members to be present at the hearings to cite specific instances of inequities the tax imposes upon business, manufacturing, warehousing, transportation, retailing, wholesaling and other service in industries.

care that they audit their own fiscal affairs to determine how best to develop these current opportunities."

He urged the development of civic agencies "beyond any present concept of such agencies in order that business may develop an effective united front for community action."

Dennison, twice a past president of the Association of Better Business Bureaus, was one of a number of speakers addressing the conference which was the fortieth annual one of its kind. It opened May 2 and lasted through May 7, with delegates attending from the United States, Canada and Hawaii.

Chamber President Jesse W. Tapp was another featured speaker at the opening session May 3. Representing the Bank of America N.T. & S.A. where he is executive vice president, he spoke on "The Financial World Observes."



SAN FRANCISCO CHAMBER OF COMMERCE

International Bulletin

AND

WORLD TRADE TIPS

GOLDEN GATE TRADE AND MARITIME FESTIVAL

Next week the San Francisco Bay Area will pause to pay tribute to the ships and cargoes which have made the Golden Gate one of the world's great tradeways.

In its third year, the "Golden Gate Trade and Maritime Festival" reflects the increasing degree of joint effort on the part of local groups to promote our port, expand our trade and honor our Merchant Marine. This new coordination and cooperation by the sponsors of the three activities—National Maritime Day, National World Trade Week and the Harbor Festival—is ample proof that these groups are aware of the need for public understanding and support, and are determined to do something about it on a united basis.

Much has been written and said about the amazing growth in almost all fields that the West—and the Pacific States particularly—have experienced in the last decade. What has not

received enough attention, even by business and professional groups, is the impact of these changes on the future patterns and volume of our international commerce.

For if San Francisco is indeed the "Gateway to the Pacific," only the pessimist will deny the tremendous trade potentials which face us around the Great Basin, as well as to the South and East.

To acquaint everyone more fully with the physical facilities as well as with the ships and men who make this trade possible is the purpose of our celebration.

The program below offers "something for everybody"—tours, exhibits and parades, technical discussions and addresses by experts. All are invited and the sponsors hope that everyone will participate—for our commerce is "everybody's business."

PROGRAM OF EVENTS

MONDAY, MAY 17

- 8:30-9:30 A. M.**—Registration at the University of San Francisco for the first Foreign Trade Transportation Institute, sponsored by the University and the Marine Exchange, Inc.
- 9:30-10:45 A. M.**—First general Institute session.
- 11:00-12:00**—Trucking services program at Institute.
- 1:30-2:30 P. M.**—Institute panel discussions.
- 2:45-3:15 P. M.**—Railroad services program at Institute.
- 3:30-5:00 P. M.**—Institute panel discussions.

TUESDAY, MAY 18

- 9:30-10:15 A. M.**—Railroad services program at Institute.
- 10:30-12:00**—Affiliated services program at Institute.
- 2:00-2:45 P. M.**—Steamship services program at Institute.
- 2:45-4:30 P. M.**—Institute panel discussions and film, "Cargoes For Peace," courtesy of the American President Lines.
- 4:00-6:00 P. M.**—Opening of special public exhibit by the French Commercial Counselor of French leather gloves, Rooms 2018-2020, Palace Hotel. Buyers and dealers invited during the day.

WEDNESDAY, MAY 19

- 8:30 A. M. to 5:00 P. M.**—Field trips for participants in Institute, including tours of East Bay port facilities, harbor cruise, Foreign Trade Zone, Western Pacific Railroad yards, Port of San Francisco.
- 12:30 P. M.**—Annual International Trade Luncheon honoring the San Francisco Consular Corps, Vention Room, Fairmont Hotel. Speaker: Henry F. Holland, Assistant Secretary for Inter-American Affairs, United States Department of State. Subject: "United States Trade with Latin America." Sponsors: San Francisco Chamber of Commerce, Foreign Credit Chapter of the Credit Managers Association of Northern and Central California, the World Trade Association and the Foreign Credit Interchange Bureau. Tickets: \$3.00, available from the Chamber, EXbrook 2-4511.
- 4:00-6:00 P. M.**—French glove exhibit, Palace Hotel.
- 6:00 P. M.-1:00 A. M.**—Annual World Trade Week Reception and Dinner-Dance honoring the San Francisco Consular Corps, Hotel Claremont, Berkeley. Sponsored by the Oakland World Trade Club, the Oakland Chamber of Commerce, the City of Oakland, and Alameda County. Cocktails at 6 P. M., dinner at 7 P. M.

THURSDAY, MAY 20

- 9:00-11:00 A. M.**—Special conferences, Transportation Institute.
- Noon**—World Trade Week Luncheon, Redwood City Port, sponsored by the Port and the Redwood City Chamber of Commerce. Speaker: Forrest E. Brookman,

partner, Atkins, Kroll and Company. Subject: "The Value of World Trade to Redwood City."

Noon-5:00 P. M.—Air services Institute program, including tour of San Francisco International Airport, luncheon at Pan American World Airways cafeteria, special air panel discussions.

4:00-6:00 P. M.—French glove exhibit, Palace Hotel.

FRIDAY, MAY 21

- 10:00 A. M.**—Traditional National Maritime Day Memorial Ceremonies honoring merchant seamen lost at sea, on the Golden Gate Bridge.
- 10:00 A. M.-6:00 P. M.**—Special exhibits open without charge in the Ferry Building. Over thirty world trade, travel, airline and steamship displays plus exhibition of prize-winning color and black-and-white photographs.
- 11:30 A. M.**—Special Maritime Day parade, downtown San Francisco.
- Noon**—National Maritime Day Luncheon, Commercial Club, sponsored by the Club, Marine Committee of the San Francisco Junior Chamber of Commerce and the Propeller Club, Port of San Francisco. Speaker: Louis S. Rothschild, Chairman of the Federal Maritime Board. Subject: "Maritime Policy—A Look Ahead." Tickets: \$2.50, available from the Club (EXbrook 2-5332) or the Junior Chamber (EXbrook 2-4511).
- 3:00 P. M.**—Ceremonies aboard Theme Ship of National Maritime Day.
- 4:00-6:00 P. M.**—French glove exhibit, Palace Hotel.
- 5:00 P. M.**—Reception for Mr. Rothschild, St. Francis Yacht Club.
- 8:00 P. M.-1 A. M.**—Merchant Seamen Dance, Embarcadero YMCA.

SATURDAY, MAY 22

- 9:00 P. M.-1 A. M.**—Annual International Ball honoring the San Francisco Consular Corps and students from abroad studying in the Bay Area. Rose and Concert Rooms, Palace Hotel. Presented by the Junior World Trade Association of the San Francisco Chamber of Commerce under the auspices of the Festival Committee.

SATURDAY AND SUNDAY, MAY 22 AND 23

All Events Open to the Public Without Charge

- 10:00 A. M.-4:00 P. M.** (11:00 to 5:00 on Sunday)—Open house on selected vessels with guided tours for the public. Special tours at Piers 16-18 with Navy destroyer, transport vessel, submarine and other ships open for inspection. Free cruises on the Bay and tours of the port with boats departing from Pier 16. Free cruises of Embarcadero from Pier 50 to Fisherman's Wharf, with stops at special open house at Maritime Unions' halls and other activities. Open house at the Sailors Union of the Pacific and Marine Firemen's halls.

SUNDAY, MAY 23

- 2:00 P. M.**—Third Annual Golden Gate Trade and Maritime Festival Parade with extensive and colorful floats. Howard Street on Embarcadero to Fisherman's Wharf.

SHIPS AND TRADE MEAN JOBS AND PROSPERITY

During the G. G. Trade and Maritime Festival, as all the year around, TRADE TIPS mean new business!

710—Industrial and agricultural chemicals, steel and iron products, electrical equipment, paper, textiles, rugs and agricultural and mechanical equipment offered by

TWO LUNCHEONS HIGHLIGHT WEEK'S FESTIVITIES

International Trade Luncheon

Honoring the San Francisco Consular Corps

WEDNESDAY, MAY 19, 12:30 P.M.

VENETIAN ROOM, FAIRMONT HOTEL

Speaker:

HENRY F. HOLLAND

*Assistant Secretary of State for
Inter-American Affairs*

Subject:

**"UNITED STATES TRADE
WITH LATIN AMERICA"**

Tickets, \$3.00, available at the Chamber
of Commerce, 333 Pine Street,
EXbrook 2-4511.

Sponsored by: San Francisco Chamber of Commerce, Foreign Credit
Chapter of the Credit Managers Association of Northern California,
World Trade Association, and Foreign Credit Interchange Bureau.

National Maritime Day Luncheon

Saluting America's Merchant Marine and Men

FRIDAY, MAY 21, 12 NOON

SAN FRANCISCO COMMERCIAL CLUB

Speaker:

LOUIS S. ROTHCHILD

*Chairman, Federal Maritime Board,
and Federal Maritime
Administrator*

Subject:

**"MARITIME POLICY—
A LOOK AHEAD"**

Tickets, \$2.50, available at the Commercial
Club (EXbrook 2-5332) and the
Junior Chamber (EXbrook 2-4511).

Sponsored by: Propeller Club, Port of San Francisco; Marine Com-
mittee, San Francisco Junior Chamber of Commerce; San Francisco
Commercial Club.

DON'T MISS THESE OUTSTANDING EVENTS!

MAKE YOUR RESERVATIONS EARLY!

* 712—Pichards to tomato sauce and canned prawns
offered by Compromissor, 11 rue de Varize, Paris, 16e,
FRANCE.

* 713—Provincial furniture and copies of antique furniture,
also furniture manufactured to order from drawings,
offered by Blanc, Morel & Cie., Boulevard de
l'Hippodrome, Bourg, Ain, FRANCE.

EXPORT-IMPORT

* 714—Japanese textile firm interested in both exporting
and importing textile finished products, piecegoods
and raw materials. Offer a complete line of underwear,
ready-to-wear, stockings and hose for men, women and
children, as well as yarns and woven goods. Renown,
Sasakii Sanyo Co., Ltd., 1, 3-chome, Odemma-cho,
Ninombashi, Chuo-ku, Tokyo, JAPAN. Illustrated brochure
on file.

* 715—Korean firm interested in importing metals,
machinery, textiles, industrial and pharmaceutical
chemicals, grains and general merchandise; offer mineral
oil and sea and domestic products. Samwo Industrial
Co., Ltd., Central P.O. Box 95, Seoul, KOREA.

* 716—European Sales Co., P.O. Box 152, Georgetown,
BRITISH GUIANA, offer used and new postage stamps
in wholesale quantities; wish to import philatelic merchandise;
offers Nigerian products and produce. S. A. Afake
& Sons, 2 Oke-Arin Street, Lagos, NIGERIA.

* 718—The Daeyung Industrial Co., Ltd., 21 Sokong-
Dong Chong-ku, Samwha Building, No. 302, Seoul,
KOREA, wish to import textiles, papers, chemicals,
medicine, machinery and all types of equipment; offer
raw materials such as tungsten, graphite, borite and
molybdenum. Also desire to represent American firms
in connection with the F.O.A. program in Korea.

REPRESENTATIONS

* 719—Laroche & Cie., Cognac, Charente, FRANCE,
seek agent for their cognac.

* 720—French firm wishes representative for their Alsatian
vins. Jean Zimmer, Riquewihr, Haut-Rhin,
FRANCE.

* 721—Agent wanted for French champagne by G. H.
Martel & Co., Epervay, Marne, FRANCE.

* 722—Agent wanted for an instant elevator for plastic
in Dublin. Brandon, Limited, 21 Eden Quay, Dublin,
IRELAND.

* 723—Iraqi firm wishes agency for canned goods
such as jams, fish, beans and other vegetables, all types
of foodstuffs in jars and cheese, butter and syrup.
Hadi Mehdi Al-Wazzan & Bros., Basrah, IRAQ.

* 724—French firm wishes to represent American manu-
facturer of hypodermic and surgical needles, in France
and the colonies. Societe Dauphinoise de Courtage,
Boite Postale 107, Voiron, FRANCE.

* 725—Christian Muller & Co., P. O. Box 210, Oslo,
NORWAY, wishes to represent exporters of dried fruits,
including prunes, apricots and raisins.

* 726—British firm would like to act as buying and con-
firming agents for the purchase of all classes of mer-
chandise in the United Kingdom. Welbeck Trading Co.,
29 Cork Street, Piccadilly, London W.1, ENGLAND.

* 727—Philippine firm seeks exclusive agency for manu-
facturers or exporters of iron, steel and metal products,
automotive parts, accessories, hardware, construction
materials, glass sheets and office supplies. Mangalana
and Company, P.O. Box 1181, Manila, PHILIPPINES.

* 728—Italian firm seeks local representative for their
precision parts and electrical and electronic products.
Sino S. Saffini (Italia), P.O. Box 1487, Milan, ITALY.

* 729—Indian firm seeks agents for the sale of kappak,
cotton waste, crude drugs, herbs and musk. Saha
Brothers, 40-2 Strand Road, Calcutta 1, INDIA.

* 730—German manufacturer of machine tools, as
well as machines for the chemical, provisions, chocolate
and mining industries, wishes representative for their
products. Josef Kriescher, Grimmstrasse 30, Dusseld-
orf, GERMANY.

* 731—French manufacturer of hardware, including
coat hangers, bottle baskets and racks, and circular
linen drawers, seeks agent for their products. L'Embou-
lage Industriel, 22 Rue Olivier-de-Serres, Villeur-
banne, Rhone, FRANCE.

* 732—Etablissements Guy, Givors, Rhone, FRANCE,
seek agent for their children's cars, motor bicycles,
scooters and bicycles. Price list and illustrations on file.

* 733—Nigerian firm wishes to represent American
manufacturers. Mustafa Makanjula, P. O. Box 8,
Badan, NIGERIA.

* 734—Representative for Philippine products, including
leaf tobacco, cigars, woven fabrics, handbags, logs,
lumber and other forest products, wanted by the Marx
Commercial Company, P. O. Box 2502, Manila,
PHILIPPINES.

* 735—Iranian firm wishes to act as shipping agent for
the Persian Gulf ports of Khorramshahr-Abadan and
Bandar Shapur. S. H. Ahmad Zadeh & Son, Khor-
ramshahr, IRAN.

* 736—Ecuadorian firm wishes representations of all
types. Morales & Franco, P. O. Box 4551, Guayaquil,
ECUADOR.

* 737—Simex, Birkenhead 27, Hote, DENMARK,
manufacturers of children's cotton dresses, wish to
appoint an exclusive agent for their product in California.
Prices and illustrations on file.

* 738—Representation for general merchandise wanted
by the Bodega, Calle 15, Ave. 14 16, 1462, San
Jose, COSTA RICA.

* 739—American, desirous of remaining in Korea after
Army assignment is over, seeks representation of Ameri-
can goods there, or other employment. Captain David
Nero, HQ 167th Trans. Truck, APO 973, c/o FM, San
Francisco, Calif. Qualifications on file.

* 740—Cuban firm wishes exclusive representation
with manufacturers of all types of merchandise. A. R.
Acosta Rendueles, Edificio Becardi, Havana, CUBA.

* 741—Italian manufacturer of cutlery, scissors, shears,
and pruning shears seeks distributor for their product.
Soc. Angera, Piazza S. Maria Bettrada 2, Milan, ITALY.

* 742—Exclusive agency for German watches and
imitation jewelry offered by the manufacturer, Edgar
Schubert, Holstenwall 10, Hamburg 36, GERMANY.

* 743—Spanish producer of wines and fruit wishes
to appoint an agent for the Pacific Coast. Compania
Mata, Malaga, SPAIN.

* 744—Lucy Borchard Shipping Limited, P.O. Box 1452,
Haifa, ISRAEL, with established offices in Haifa and
Tel-Aviv, wish to represent ships or lines intending to
call on Israel ports.

* 745—Interimpex, P. O. Box 204, Skopje, JUGO-
SLAVIA, wishes to represent manufacturers interested
in doing business in Yugoslavia. Also exports goods such
as carpets, filigree, carved works and tobacco.

* 746—German firm wishes to appoint agent for their
fine cutlery, including nail and cuticle clippers, surgical
and dental instruments, manicure sets and scissors.
Schmitz & Muller, Postfach 129, Solingen-Ohlig, GER-
MANY.

* 747—Nicaraguan firm wishes to represent producers
of canned fish, canned fruits, textiles, chinaware, glass-
ware, hardware and general merchandise on a commis-
sion basis. C. Parkinson, Apartado 314, Managua,
NICARAGUA.

SPECIAL NOTICES

* 748—Mr. L. Fokkema, Manager of the Nederlandse
Export Combinatie, an organization of around 150 of
the principal manufacturers of Holland, advises that
they have opened an office where commercial information,
English-speaking secretaries and other services are
available free of charge for traveling businessmen.

* 749—The Pacific Export Co., P. O. Box 22, Seoul,
Korea, L. I. Baker, President, advises of their newly
opened offices in Korea and their desire to act as rep-
resentatives for firms here or as a source of commercial
information, in the latter capacity publishing a weekly
factual newsletter. They will also act as confidential
correspondents on request.

* 750—The Canadian firm of Crawley Films Limited,
Ottawa 3, Ontario, producers of films for business, in-
dustry, government, education and television, are in-
terested in contacting any possible film production cus-
tomers. These films are non-theatrical for sales pro-
motion, advertising public relations, etc., and have
been filmed in many different countries and in many
different languages.

* 751—Japanese firm wishes to export salt buttons to
Latin American countries through firms in San Fran-
cisco. Jia conf. Jia conf. Jia conf. Jia conf. Jia conf. Jia
Kymachi, Itakuta, Kobe, JAPAN.

* 752—French firm wishes to sell patent for a signal
device which would lessen traffic accidents by better
controlling traffic. P. Dorival, 21 Rue Perronet, Neuilly-
s-Seine, FRANCE.

WORLD TRADE BRIEFS

43rd Annual Convention of the American Association of Port Authorities will be held in San Francisco, October 25-29—for the first time since 1936. Delegates from throughout the Western Hemisphere will attend.

Acar Propaganda, Ltda., Rua Vieira de Carvalho, 172, São Paulo, Brazil, advises that they have fullest advertising and market survey services and invite inquiries.

List of Taiwan foreign traders has been published by Bureau of Foreign Commerce—includes over 500 importers-exporters, available for \$1 a copy.

L. A. I. — Italian Airlines — has opened San Francisco offices at 212 Stockton Street; telephone YUkon 2-3787.

Factory space—44,000 square feet of it— is available in Welland, Ontario, according to the Canadian Consulate General here. Details available on request.

Export Market Opportunities for U.S.A. Manufacturers is the title of a new booklet by the Alcoa Steamship Company which emphasizes the Caribbean market area.

Services offered by the British Consular Service are detailed in a brochure received from the Consulate General here—copies available on request to the Chamber.

Two new Norwegian products are described in information received from the Consulate General in San Francisco: a protective coating for outside use, "fluid roofing paper," with reported unusual qualities; and a method for moulding under high pressure cement and excelsior to produce prefabricated sections for building construction.

Our members planning trips to France are cordially invited to visit the offices of the American Chamber of Commerce in France, 21, Avenue George V, Paris, and Manager F. Paul Farish offers full facilities and services to visiting San Franciscans.

Japan Sewing Machine Exporters' Association has been organized, according to K. Sho, first president. Among other objectives, it plans issuance of certificates of origin, market studies, etc.

"Junior Ambassadors" from the United States will tour South America, departing July 9, and repay a similar trip here last year by 35 Latin American boys. Pan American World Airways and PANAGRA have announced.

New Comprehensive Export Schedule containing all Department of Commerce export control regulations is now on sale at \$11 (including loose leaf supplement service) from the Regional Office here in the Flood Building.

Trade Fairs abroad include the forthcoming **International Samples Fair** of Trieste, June 1st to July 4; **Fourth European Machine Tool Exhibition** in Milan, Italy, September 14 to 23, and the **Sixth German Handicrafts and Trade Fair** opened May 12 in München.

ABOUT THIS ISSUE

This issue of BAY REGION BUSINESS carries a special supplement—a copy of the Chamber's monthly INTERNATIONAL BULLETIN, published by the World Trade Department.

The two publications are combined in this edition to facilitate presentation of the program of the Golden Gate Trade and Maritime Festival.

Regular issues of the INTERNATIONAL BULLETIN are sent to Chamber members who request it because of their special interest in world trade and shipping. In addition to its contents of world trade news and comment, the Bulletin contains extensive listings of overseas trade opportunities—the "World Trade Tips" (see pages 4 and 5).

FOREIGN DIRECTORY LIBRARY OPEN

An outstanding collection of current directories, trade lists, manufacturers' registers and similar reference material from overseas is available for use in the Chamber's World Trade Department. Recent additions include:

Übersee Post ("Overseas Post") published in Nurnberg, Germany, each month in English; March issue contains 278 pages of articles and ads on industrial and consumer products.

Conjuntura Economica — International Edition, published in Rio de Janeiro. February issue in English contains detailed review of the Brazilian economy last year. 135 pages.

Trade and Industry of Japan — 1954. 176 pages in English.

Industrial Kumamoto (Japan). Well-illustrated review of this interesting prefecture.

Australia's Continuing Development—published by the Australia and New Zealand Bank, Ltd. 111 pages, well detailed.

Economic Survey (1953) and Annual Report, both published by the Svenska Handelsbanken of Stockholm, Sweden.

Journal of Industry and Trade, New Delhi, India—December and January issues.

German Export Catalog—318 pages, in four languages including English.

Japan Trade Directory, 1954—350 pages, well indexed and in English.

Hamburg's Industry, a 45-page economic study by Hamburg Dept. of Foreign Trade.

Exports of Australia—64-page magazine.

Buvoha Trade Letter published in Amsterdam, contains hundreds of Dutch trade inquiries; also will publish inquiries without charge on behalf of San Francisco firms.

Scientific Instruments and Medical Diagnostic Instruments made in Germany—two well printed technical directories with manufacturers' names.

Wirtschaftsring Austria—184 page directory of Austrian manufacturers.

Machinery Lloyd—Overseas Edition of 260 page British magazine.

Italian-American Business.

Journal of the Istanbul Chamber.

Electrical and Radio Trading Yearbook, 1954. Excellent 182-page British catalog.

These are but a few samples of the many directories, reports, magazines and other material received daily by the World Trade Department and available for members' use.

INTERNATIONAL BALL TO HONOR CONSULAR CORPS AND STUDENTS

The social highlight of the Festival program will be the traditional International Ball on Saturday evening, May 22.

Honored guests at the gala event will be the San Francisco Consular Corps and students from abroad studying in the Bay Area.

According to Victor V. Shick, president of the Junior World Trade Association, which presents the Ball under the auspices of the World Trade Week Committee, this year's affair should have almost 1,300 students from fifteen campuses in attendance.

The Ball will be held in the Concert and Rose Rooms of the Palace Hotel.

Under arrangements by a committee of junior traders headed by William Escherich, the Ball will include music by Eddie Harkness and his orchestra, an outstanding entertainment program and presentation of Miss Golden Gate—Queen Betty Jardine.

Displays, Radio, TV, Posters: All Media to Carry Program

The message of the Golden Gate Trade and Maritime Festival—to increase public awareness of the issues of world trade and its importance and their interest in their harbor and its ships—will be carried by all available media, according to World Trade Week Chairman George E. Talmage.

Under the direction of the Festival Committee, a three-color poster with a modern motif depicting the Golden Gate and its trade has been produced and is available for free distribution. Attractive car cards have also been prepared to be featured in Municipal Railway vehicles and Greyhound buses in the area.

RADIO AND TELEVISION

Kits of material for radio and television use have been distributed which include background material, spot announcements and the offer of speakers, records, "interviewees" and exhibit material.

An active speakers' committee under the direction of Robert E. Boedicker of the Junior Chamber and Henry F. Grady, Jr., of the Junior World Trade Association, has placed more than thirty speakers before service clubs, professional groups and school audiences.

DISPLAYS FEATURED

With coordination by W. B. Gribble of the World Trade Association, co-chairmen Robert Belton and James Haynes have arranged for downtown store window displays of posters, ship models and imported products.

For the first time, the San Francisco Consular Corps and the Foreign Chambers of Commerce here have pooled their efforts in providing imported products and foreign posters for such display material. An outstanding and extensive exhibit will also be featured in the Ferry Building (see program on page 3).

A special brochure describing the events to be offered the public as well as the ships and facilities which our international trade requires will be distributed during the week, with copies also available from the Junior Chamber of Commerce.



ONE HUNDRED YEARS of constructive service to the City and County of San Francisco and its people were honored by the Chamber recently when the business leaders shown above were awarded "Century Certificates of Honor" signed by Chamber President Jesse W. Tapp. Representing firms celebrating their hundredth birthdays in 1954, the recipients were: standing, left to right, (Editor's note: this corrects last week's caption): M. D. Weill president,

Raphael Weill & Co. (The White House); Edith Burns, treasurer, S. H. Tyler & Son; Leland D. Adams, Jr., president, Johnson & Joseph Co., Division of J. C. Hendry Co.; and Albert Santucci, Jr., vice president, Thomas Allee Corp. Seated, left to right, are: George S. Stroud, president, Hastings; Stuart N. Greenberg, Jr., M. Greenberg's Sons; Wheaton H. Brewer, California Farmer; and James K. Lochead, president, American Trust Co.

C of C Takes Exception To ICC Examiner Report

The Chamber this week filed with the Interstate Commerce Commission a brief of exceptions to the proposed report of Examiner Marion L. Boat in a case involving rail all-freight rates between California, Oregon and Washington.

G. L. Fox, Chamber General Manager, said the brief charged the Examiner failed to give due weight to the evidence and argument in concluding that the rates are not unlawful.

Walter A. Rhode, manager of the Chamber's Transportation Department, asserted in the brief that the San Francisco rates are unreasonable in relation to the Los Angeles rates; that they deprive the San Francisco area of the benefits of its geographical location, hamper its industrial growth, prevent freight forwarder service and are unduly prejudicial to the area and preferential of Los Angeles.

Error on the part of the Examiner in not so concluding is charged and oral argument before the Commission itself is requested.

Airport Fete in August

Plans are progressing for a celebration Aug. 27-28-29 which will mark the opening of the new Terminal building at San Francisco International Airport, according to Chamber Director Clay Bernard, chairman of the Executive Committee for the Dedication and Flight Festival.

"The new Terminal building will be the most efficient and beautiful in the world," said Bernard, who is also Chairman of the Chamber's Aviation Section. More than 250,000 persons are expected to attend the three-day celebration sponsored by the Chamber, Junior Chamber and Public Utilities Commission.

J. J. Dierssen of the Junior Chamber is General Chairman of the celebration. O. Kenneth Pryor of the Chamber's Aviation Section is Chairman of the Finance Committee.

Nat'l Secretaries Week Slated for May 23-27

The American secretary, whose professional skills, efficiency and loyalty contribute so much to the management of business, will be honored during National Secretaries Week, May 23-29, according to G. L. Fox, Chamber General Manager and one of the industry sponsors of the observance.

In requesting that Chamber members participate in observance of the week, Fox pointed out that the purpose is to draw public attention to the advantages of a career in professional secretaryship, and thereby help alleviate the current secretarial shortage.

A program of events in observance of the week is being planned by the Golden Gate Chapter of the National Secretaries Association.

URGE STUDY FOR CONVENTION FACILITIES

The urgency of the need for more adequate convention facilities in San Francisco was emphasized again last week by the Chamber whose Directors went on record favoring a "proper" bond issue for the construction of an exhibit hall under the surface of the southerly half of the Civic Center Plaza.

The Chamber's approval of a bond issue going before the voters, however, was conditioned upon ascertainment of approximate costs in advance through soil tests by the Department of Public Works. The Chamber advocated allocation of \$5,000 by the Board of Supervisors for this purpose.

Dan A. Giles, Chairman of the Capital Improvement and Land Use Section, pointed out that San Francisco needs the proposed underground facilities "in order to compete properly with other large cities in securing conventions."

An exhibit hall under the surface of the southerly half of Civic Center Plaza, with access under Grove Street to the Civic Auditorium, would provide 140,000 square feet of

National Firms Respond To S.F. Chamber Survey

An intense interest in the Western market is indicated by the excellent response from more than 1,500 national manufacturers queried recently by the Chamber's Domestic Trade Department for the purpose of stimulating their interest in San Francisco as the market center of the West.

More than 25 per cent of the firms written replied within two weeks, and additional replies are being received daily, according to B. W. Pickard, Chairman of the Market Center Development Subcommittee.

A number of firms have indicated their intention of expanding West Coast distribution facilities in the near future, Pickard said. Others have requested the Domestic Trade Department's assistance in establishing sale representation.

The Department is servicing special requests, resulting from the survey, for statistical information to be used in studies to determine the feasibility of entering the Western market by locating in San Francisco, Pickard reports, and "It is anticipated that many new business connections will be established between local distributors and the national concerns surveyed" through this aggressive Chamber service.

Chamber Trade Trip To North Bay Communities

Members of the Inter-City Section of the Chamber's Domestic Trade Committee will make a trade development trip to San Rafael, Petaluma and Santa Rosa Wednesday, May 26; it was announced this week by Stanton R. Haight, Section Chairman.

Purpose of the visit will be to acquaint San Francisco businessmen with current thinking, problems and issues in the North Bay communities, toward the end of increasing their trade with San Francisco, Haight said.

James T. Lang will serve as Trip Chairman. The delegation will leave the Chamber at 8:30 a.m. via chartered bus and groups will be assigned to each city. Following morning discussions of trade problems and relationships, trade development and business activity with local hosts, the groups and their hosts will meet for joint luncheons.

exhibition space, Giles said.

Many organizations need twice the space presently available, he pointed out, and San Francisco is losing conventions because of the space limitations and the unsatisfactory emergency arrangements which have been used.

With the addition of the proposed facility, it would be possible to handle 15 more conventions a year, according to Giles. "This would benefit hotels, cafes, union organizations, retailers and every business in the city, directly or indirectly. It is estimated that the average visitor spends \$25 a day and that the money changes hands 20 times, spreading throughout the entire city," he said.

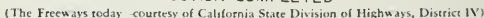
The new exhibit hall would not change the contour of the Plaza or interfere with any future Civic Center Site Plan, according to the Chamber. Two separate conventions or activities could take place at the same time, and receipts would amortize the cost in approximately 15 years, the Chamber stated.

With Walt Brown

ers' circuit again: Santa Rosa Rotary Club, where his subject was "The Bay Area is **NOT** Going to Town—it's Going to the Country!" (increase in rural population as against urban population in recent yrs.); and at the California Manufacturers' Association regional meet. last wk. at San Lorenzo—"Community Interdependence." . . . **CATCH KCBS'** "Port on Stilts" at 9 p.m. tonight (May 14); this is a fine documentary on the Port of SF, its problems and proposed solutions, to which the Chamber has contributed material.

$$W = \frac{M}{\rho} + D(t) - \int_0^t R_s ds$$

San Francisco Progressogram* - - - - - No. 7



An additional \$14,080,000 has been allocated in the 1954-55 budget—making a total of nearly \$61 million which will have been spent by the end of next year.

Published every other week at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. Subscription One Dollar a year.) Entered as Second Class matter April 26, 1944 at the Post Office at San Francisco, California, under the act of March 3, 1879.

Permit No. 1880



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Municipal Ballot Recommendations

As an aid to Members in their municipal voting on June 8, the Chamber summarizes, below, the issues involved and the Chamber's recommendations thereupon.

PROPOSITION A

VOTE YES

Municipal Railway Wage Formula

Amends Charter Section 151.3. Provides a method of fixing wages of 2,300 platform employees, coach and bus operators of the Municipal Railway which would protect passengers and taxpayers from an unfair wage scale that could bring about either a fare increase or an increase in taxes.

The amendment would require use of wage schedules of transit systems employing over 100 car and bus operators in cities of 100,000 population and over in setting wages of San Francisco operators. Existing formula requires use of highest rates in state regardless of size, number of employees or working conditions.

PROPOSITION B

VOTE YES

Ordinance Relating to the Number of Municipal Railway Platform Employees

An amending ordinance which would permit the Municipal Railway management to operate the modern PCC streetcars with one man instead of two at a saving of \$580,000 a year, and pave the way for replacing all old-style streetcars on the tunnel lines.

The railway deficit for the next fiscal year is estimated at \$2,000,000, and if such economies are not approved by the voters, another fare increase is likely or service will be curtailed to cut costs. The modern PCC cars were specifically designed for one-man operation and San Francisco is the only city in the U.S. where two-man crews are required.

PROPOSITION C

VOTE YES

Ordinance Relating to Refuse Collection

An amending initiative ordinance to remove the long standing freeze on apartment and residence refuse collection rates and render them subject to adjustment as economic conditions may require. Rates would be increased approximately five cents per collection for residences, and about 25 per cent (never more than 10 cents) per collection for apartment houses.

While refuse collection rates for business and industrial establishments have been left to private negotiation, and subject to adjustment, residence and apartment house rates were established by ordinance in 1932 with only slight increases granted in residence rates in 1946. The Chamber has no knowledge of any organized opposition.

PROPOSITION D

VOTE YES

Promotional Examinations, Korean War Veterans

A Charter Amendment granting to Korean war veterans the same benefits given city employees who served in World War II by providing for substitute promotional examinations for persons returning from authorized military leave.

There is no known opposition to Proposition "D," which provides that if a promotional examination is held while a city employee is absent on military leave, and in which he otherwise would have been eligible to compete, he would be eligible to compete in a substitute promotional examination upon his return. The examination would have to be taken within 30 days of expiration of military leave.

PROPOSITION E

VOTE YES

Cable Cars

Amends Charter Section 119.3. Requires maintenance and operation of cable car system along certain lines and directs provision of funds for capital costs to accomplish this purpose.

Proposition "E" would preserve the scenic tourist lines and insure a permanent, safe and economical cable car system for San Francisco by putting into effect Plan "B." It would make possible the sale of one powerhouse and car barn and assure approximately \$1,000,000 for a cable car improvement program. The plan will preserve a substantial cable car system for San Francisco at a cost which will be offset by savings.

PROPOSITION F

VOTE YES

Sewer Bonds, 1954

Proposes a \$12,645,000 bond issue for improvements in sewage collection system, pumping stations and new sewers where present sewers are inadequate.

The bonds would make possible continuation of modernization of the city's sewer system. Essential work remains to be done since there are still areas where sewers overflow into the streets during heavy storms, and there are still sewers which discharge raw sewage along the shore of the Bay causing pollution and nuisance. The tax rate over a 15-year period would be increased by an average of eight cents per hundred dollars of assessed valuation.

New C. of C. Sub-Group Starts Analysis of All Proposed Parking Plans

A thorough analysis of all San Francisco parking plans proposed to date has been undertaken by the Chamber's Parking Section through a specially-appointed Subcommittee, J. E. Jellick, Section Chairman, announced this week. He said that results of the study will be used by the Parking Section as the basis for policy recommendations in the near future.

Members of the Subcommittee making the comparative analysis are Alan V. Bartlett, bond investment department, Bank of America N.T. & S.A.; Donald S. Berry, assistant director of Transportation Engineering, University of California; Gustave E. J. Jamart, senior staff engineer, De Leuw, Cather & Company; and James McCarthy, Chief, Land Planning Division, City Planning Department.

Matters to be thoroughly analyzed in connection with each parking plan, according to Jellick, include establishment of areas such as retail business, entertainment, and financial; exact number of parking spaces to be provided; estimates of supply and demand; and methods of financing.

Selassie to be Honored At Civic Luncheon Here

His Imperial Majesty, Haile Selassie I, Emperor of Ethiopia, will be honored during his visit to the Bay Area next month by a civic luncheon to be sponsored by the San Francisco Chamber, the Down Town Association, the Commonwealth Club and the City and County of San Francisco.

The luncheon will be held at noon Monday, June 14, in the Garden Court of the Palace Hotel.

The Chamber has a limited supply of tickets available to members at \$3.75 each on a "first come, first served" basis.

Reservations should be made immediately by telephoning EXbrook 2-5411, Ext. 58.

Chamber Action

Highlights of the Past Two Weeks:

1. Analyzed and made recommendations for ballot propositions (P. 1)
2. Appointed new Subcommittee to analyze all parking plans (P. 1)
3. Planned event honoring Haile Selassie (P. 1)
4. Urged reduction in School budget (P. 4)
5. Represented city's business interests at airline hearing (P. 4)
6. Completed study of Social Security revisions and submitted recommendations (P. 3)

General Business Activity

Report By The Research Department

April, 1954

BUSINESS TREND HOLDS UP WELL

April business activity in San Francisco and the Bay Area dipped slightly below the level of April last year but remained above the April level of any other year. Our April activity index at 123.7 was 2.0% under last year but the four months average at 124.3 was practically equal to same period last year.

April bright spots were few and included building permits, power sales, water consumption, truck movements, bridge vehicle crossings and airport traffic.

EMPLOYMENT

Metropolitan employment in April at 995,500 persons exceeded March employment at 993,400 but was 3% below April last year. Employment decreases were reported in manufacturing of 5.4%, contract construction, 8.1%, transportation, communication and utilities, 6.2%, government, 6.0%, and retail trade, 2.2%. Increases were reported in finance, insurance and real estate of 2.4% and service, 2.0%. Unemployment in April in the Metropolitan Area amounted to 5.4% of the labor forces compared to 5.5% in March and 3.3% of April of last year. In San Francisco, insured workers' weekly unemployment claims in April averaged 14,541 persons: commercial, 2,145, industry, 5,631, maritime, 2,268, and service, 4,497.

FINANCE

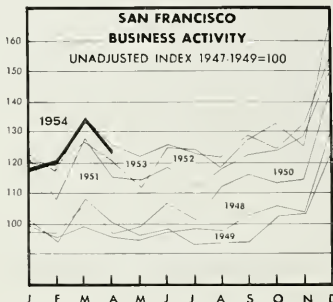
April Bay Area financial transactions measured by bank debits were 1.7% below last year's level. Sacramento and San Diego were the only two prominent cities in the state to show gains over the same period last year. San Francisco debits were down 1.9% Oakland, 3.0%, Los Angeles, 5.5% and the 12th District, 1.8%. Market value of shares traded on San Francisco Stock Exchange in April were up one third but the number of shares was down 44%.

CONSTRUCTION

In April, 3,500 dwelling units were authorized for construction in the nine counties compared to 2,908 in March and 3,500 in April last year, bringing the four months' cumulative to 10,829 compared to 10,701 last year. In San Francisco the value of construction permits issued during April amounted to \$6,069,382 and were 60% above a year ago. New residential amounted to \$2,259,400 and was up 62.4% and provided for 207 dwelling units of which 143 were single family, 13 two-family and 51 multi-family. Non-residential accounted for \$2,393,982 and was up 74.0%, providing for 13 structures valued at more than \$50,000. Additions, alterations and repairs accounted for \$1,416,190 and were 37.5 above last year. Real estate deeds recorded in San Francisco in April amounted to 1,483 compared to 1,478 last year.

TRADE

San Francisco's retail department stores trend held up well in April and the first four months compared with other leading cities in the West and actually reversed the national downward trend during the first two weeks of May with gains of 6% and 1% respectively, compared to a year ago. April department store sales were 5% above the corresponding period last year in both San Francisco and the Los Angeles area, reflect-



ing a later Easter. Seattle sales were up 3%, Portland, 1%, 12th District sales, 2%. Sales in Northern California were identical to last year. The first four month sales, however, were down 4% in both San Francisco and Los Angeles. Sales in Northern California and the 12th District were down 6%. Some of the decline in dollar sales of merchandise may be attributed to lower prices, particularly in the apparel field, and some house-

hold lines. In March the Consumers' Price Index of apparel in San Francisco was almost 2% below last year.

Wholesale dollar sales on the Pacific Coast during the first three months of 1954 were down 8% compared to 4% in the nation. Only a few lines, principally edibles and drug sales, did better on the Pacific Coast than in the nation during this period.

TRANSPORTATION

Transportation trends were mixed in April. Freight car movements in San Francisco-Oakland switching limits in April compared to a year ago were down 21.4%, bay ship arrivals, 9.5%, Port of San Francisco revenue tons, 10.7%, express shipments by rail, 15.6%. April San Francisco Airport traffic was above last April; truck movements in San Francisco area were up 1.0%; Golden Gate and Bay Bridge vehicle crossings were up 7% and 1.4% respectively; carlot receipts of fruits and vegetables were up 12.9%, but livestock slaughtered was off an equal amount.

UTILITIES

April sales of electrical energy in San Francisco were up 4% and industrial and commercial water sales 3.4%.

APRIL BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	APRIL 1954	% from 1953	4 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av. = 100	123.7	-2.0	124.3	-0.5
CONSTRUCTION PERMITS				
..... Total Number	8,555	60.0	7,297	-3.1
..... Value	6,069,382	60.0	15,377,000	15.7
Residential, New	2,259,400	62.4	5,402,285	9.9
Dwelling Units	207	40.0	169	-15.4
Single-Family Units, New	143	45.0	525	22.2
Non-Residential, New	2,535,792	74.6	5,696,704	35.1
Addns., Alterations and Repairs	1,416,190	37.5	4,277,333	16.4
REAL ESTATE—Deeds Recorded	1,483	-11.6	5,807	-7.8
..... Index	141	4.7	509	-2.9
*REAL DEPARTMENT STORE SALES				
..... \$100	3,038,385	-1.9	12,476,070	0.8
..... \$	2,161,952	-22.4	11,611,128	11.0
FINANCE—Bank Debits	1,208,560	-43.8	4,518,318	-48.3
..... \$	25,791,081	32.9	92,105,521	20.4
..... \$	21	23.5	57	8.6
COMMERCIAL FAILURES				
INDUSTRY TREND—Bay Area Counties				
..... Total Employed	995,500(p)	-3.0	986,100(p)	2.2
..... Average Weekly Earnings (Dollars)	81,800(a)	2.2	80,125(p)	-3.5
Manufacturing	202,000(p)	-5.1	204,000(p)	-3.5
Construction, Contract	61,200(p)	-8.1	60,125(p)	-8.1
Finance, Ins., Real Estate	64,800(p)	2.4	64,500(p)	0.5
Retail Trade	167,900(p)	-2.2	168,750(p)	1.1
Wholesale Trade	11,000(p)	-0.8	7,120(p)	-10.8
Service	210,200(p)	2.0	209,750(p)	2.0
Trans., Comm. & Utilities	109,900(p)	-6.2	110,500(p)	-5.0
Agriculture	19,000(p)	1.8	18,500(p)	-2.6
Govt., Fed., State, City	88,100(p)	6.0	86,500(p)	6.0
Other	2,000(p)	-4.8	2,125(p)	6.3
TRANSPORTATION FRT. Car Movements	13,685	-14.9	83,511	11.6
S. F. Airport—Flights In and Out	10,400	12.8	10,001	-3.8
Passengers Off and On	106,810	7.6	600,058	3.8
Air Mail Loaded & Unloaded	141,295	0.9	9,350,498	-11.2
Air Express Loaded & Unloaded	557,500	1.8	2,055,906	10.8
Air Freight Loaded & Unloaded	3,313,400	10.1	12,510,478	5.8
Rail Express Shipments	91,594	-17.6	363,531	1.0
*Truck Movements—S. F. Area	14,100	14.0	134,900	0.5
Out-of-State Passenger car entries into N.C.	50,508	0.5	165,146	-4.3
PORT OF SAN FRANCISCO—Revenue Tons				
..... Total	158,503	10.7	1,767,929	11.7
Coastwise	10,159	-7.4	48,499	11.7
Intercoastal	134,340	8.1	151,731	11.8
Foreign	23,910	-6.1	906,909	-1.9
CARGO VESSELS (S. F. Bay)—Arrivals				
..... Number	3,663	-9.5	1,940	-7.8
..... Millions of Registered Tons	1,588,670	-0.1	7,431,163	0.5
UTILITIES—Ind. and Comm. Gas Sales				
..... \$100	1,381,100	0.2	5,091,158	0.0
..... Index	121	4.6	133	6.6
Water Consumption—Comm. and Ind.	1,134,000	5.1	617,400,000	0.0
NEW DEVELOPMENTS—Tourist and Settler				
..... Inq No.	1,000	4.1	1,103	10.3
..... \$100	50,000	0.0	1,111	11.1
Golden Gate Bridge Vehicle Crossings	68,727	7.0	5,171	11.1
FRUITS AND VEGETABLES RECEIPTS				
..... Carlots	1,700	11.0	1,000	6.8
LIVESTOCK SLAUGHTER—(Imp. Dist.)				
..... Number	153,400	1.8	1,100	1.0
*S. F. LIVING COSTS—All Items	113.9	-0.5	113.4	-0.4
*RETAIL FOOD	113.9	-0.5	113.4	-0.4

*New S. F. City Average (100) (p) (r) (a) (s) (i) (m) (a) (b) (c) (d) (e) (f) (g) (h) (i) (j) (k) (l) (m) (n) (o) (p) (q) (r) (s) (t) (u) (v) (w) (x) (y) (z) (aa) (ab) (ac) (ad) (ae) (af) (ag) (ah) (ai) (aj) (ak) (al) (am) (an) (ao) (ap) (aq) (ar) (as) (at) (au) (av) (aw) (ax) (ay) (az) (ba) (bb) (bc) (bd) (be) (bf) (bg) (bh) (bi) (bj) (bk) (bl) (bm) (bn) (bo) (bp) (bq) (br) (bs) (bt) (bu) (bv) (bw) (bx) (by) (bz) (ca) (cb) (cc) (cd) (ce) (cf) (cg) (ch) (ci) (cj) (ck) (cl) (cm) (cn) (co) (cp) (cq) (cr) (cs) (ct) (cu) (cv) (cw) (cx) (cy) (cz) (da) (db) (dc) (dd) (de) (df) (dg) (dh) (di) (dj) (dk) (dl) (dm) (dn) (do) (dp) (dq) (dr) (ds) (dt) (du) (dv) (dw) (dx) (dy) (dz) (ea) (eb) (ec) (ed) (ee) (ef) (eg) (eh) (ei) (ej) (ek) (el) (em) (en) (eo) (ep) (eq) (er) (es) (et) (eu) (ev) (ew) (ex) (ey) (ez) (fa) (fb) (fc) (fd) (fe) (ff) (fg) (fh) (fi) (fj) (fk) (fl) (fm) (fn) (fo) (fp) (fq) (fr) (fs) (ft) (fu) (fv) (fw) (fx) (fy) (fz) (ga) (gb) (gc) (gd) (ge) (gf) (gg) (gh) (gi) (gj) (gk) (gl) (gm) (gn) (go) (gp) (gq) (gr) (gs) (gt) (gu) (gv) (gw) (gx) (gy) (gz) (ha) (hb) (hc) (hd) (he) (hf) (hg) (hh) (hi) (hj) (hk) (hl) (hm) (hn) (ho) (hp) (hq) (hr) (hs) (ht) (hu) (hv) (hw) (hx) (hy) (hz) (ia) (ib) (ic) (id) (ie) (if) (ig) (ih) (ii) (ij) (ik) (il) (im) (in) (io) (ip) (iq) (ir) (is) (it) (iu) (iv) (iw) (ix) (iy) (iz) (ja) (jb) (jc) (jd) (je) (jf) (jg) (jh) (ji) (jj) (jk) (jl) (jm) (jn) (jo) (jp) (jq) (jr) (js) (jt) (ju) (jv) (jw) (jx) (jy) (jz) (ka) (kb) (kc) (kd) (ke) (kf) (kg) (kh) (ki) (kj) (kk) (kl) (km) (kn) (ko) (kp) (kq) (kr) (ks) (kt) (ku) (kv) (kw) (kx) (ky) (kz) (la) (lb) (lc) (ld) (le) (lf) (lg) (lh) (li) (lj) (lk) (ll) (lm) (ln) (lo) (lp) (lq) (lr) (ls) (lt) (lu) (lv) (lw) (lx) (ly) (lz) (ma) (mb) (mc) (md) (me) (mf) (mg) (mh) (mi) (mj) (mk) (ml) (mm) (mn) (mo) (mp) (mq) (mr) (ms) (mt) (mu) (mv) (mw) (mx) (my) (mz) (na) (nb) (nc) (nd) (ne) (nf) (ng) (nh) (ni) (nj) (nk) (nl) (nm) (nn) (no) (np) (nq) (nr) (ns) (nt) (nu) (nv) (nw) (nx) (ny) (nz) (oa) (ob) (oc) (od) (oe) (of) (og) (oh) (oi) (oj) (ok) (ol) (om) (on) (oo) (op) (oq) (or) (os) (ot) (ou) (ov) (ow) (ox) (oy) (oz) (pa) (pb) (pc) (pd) (pe) (pf) (pg) (ph) (pi) (pj) (pk) (pl) (pm) (pn) (po) (pp) (pq) (pr) (ps) (pt) (pu) (pv) (pw) (px) (py) (pz) (qa) (qb) (qc) (qd) (qe) (qf) (qg) (qh) (qi) (qj) (qk) (ql) (qm) (qn) (qo) (qp) (qq) (qr) (qs) (qt) (qu) (qv) (qw) (qx) (qy) (qz) (ra) (rb) (rc) (rd) (re) (rf) (rg) (rh) (ri) (rj) (rk) (rl) (rm) (rn) (ro) (rp) (rq) (rr) (rs) (rt) (ru) (rv) (rw) (rx) (ry) (rz) (sa) (sb) (sc) (sd) (se) (sf) (sg) (sh) (si) (sj) (sk) (sl) (sm) (sn) (so) (sp) (sq) (sr) (ss) (st) (su) (sv) (sw) (sx) (sy) (sz) (ta) (tb) (tc) (td) (te) (tf) (tg) (th) (ti) (tj) (tk) (tl) (tm) (tn) (to) (tp) (tq) (tr) (ts) (tt) (tu) (tv) (tw) (tx) (ty) (tz) (ua) (ub) (uc) (ud) (ue) (uf) (ug) (uh) (ui) (uj) (uk) (ul) (um) (un) (uo) (up) (uq) (ur) (us) (ut) (uu) (uv) (uw) (ux) (uy) (uz) (va) (vb) (vc) (vd) (ve) (vf) (vg) (vh) (vi) (vj) (vk) (vl) (vm) (vn) (vo) (vp) (vq) (vr) (vs) (vt) (vu) (vv) (vw) (vx) (vy) (vz) (wa) (wb) (wc) (wd) (we) (wf) (wg) (wh) (wi) (wj) (wk) (wl) (wm) (wn) (wo) (wp) (wq) (wr) (ws) (wt) (wu) (wv) (ww) (wx) (wy) (wz) (xa) (xb) (xc) (xd) (xe) (xf) (xg) (xh) (xi) (xj) (xk) (xl) (xm) (xn) (xo) (xp) (xq) (xr) (xs) (xt) (xu) (xv) (xw) (xx) (xy) (xz) (ya) (yb) (yc) (yd) (ye) (yf) (yg) (yh) (yi) (yj) (yk) (yl) (ym) (yn) (yo) (yp) (yq) (yr) (ys) (yt) (yu) (yv) (yw) (yx) (yy) (yz) (za) (zb) (zc) (zd) (ze) (zf) (zg) (zh) (zi) (zj) (zk) (zl) (zm) (zn) (zo) (zp) (zq) (zr) (zs) (zt) (zu) (zv) (zw) (zx) (zy) (zz)

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE



THE VALUE OF WORLD TRADE through the Port of San Francisco was spotlighted last week by the Chamber in cooperation with other organizations in the annual observance of the Golden Gate Trade and Maritime Festival. One of the highlight events was the International Trade Luncheon co-sponsored by the Chamber and its World Trade Association, and shown above are key figures at this colorful event. Left to right, standing: Ross Parmer of the Junior Chamber's Marine Committee, Chairman of the Harbor Festival; Henry W. Drath, president, Pan American Society, San Francisco Chapter; and George E. Talmage, Jr., Chairman of the Chamber's World Trade Week events. Seated, left to right: Ambassador Merwin L. Bohan, the guest of honor; Willard L. Burbank, chairman, Foreign Credit Interchange Bureau, New York,

luncheon chairman; The Hon. T. K. Chang, Dean, San Francisco Consular Corps; Mrs. Betty Jardine, "Miss Golden Gate"; and Chamber President Jesse W. Tapp.

Other highlights of Chamber activities during the week included coordination of a reception for the first inbound Qantas Airways plane from Australia Sunday, May 17, at which George Talmage officiated; "crowning" of "Queen Betty" by World Trade Association President James S. Baker aboard the M/S ASAKASAN MARU; an outstanding International Ball presented by the Junior World Trade Association at the Palace Hotel; production of slides for local television use; and preparation of spot announcements for all Bay Area radio and television stations.

ADDED SOCIAL SECURITY COVERAGE URGED

Acting upon a report of its Legislative & National Affairs Section, the Chamber's Board of Directors last week recommended the extension of social security coverage. In urging such coverage as it might apply to local government retirement systems, however, the Board recommended that such benefits to governmental employees not be provided at increased expense to local government.

A report submitted by Vincent Cullinan, Chairman of the Legislative & National Affairs Section, and Robert C. Harris, Chairman of the Social Security Subcommittee, proposed the coverage changes in the social security legislation currently being proposed in Congress.

Harris in his report said, "The federal social security program as we now know it commenced in 1935. There are two phases:

"(1) Old-Age and Survivor's Insurance (OASI) which is administered solely by the federal government, is supported by payroll tax deductions from employees and contributions from employers and is paid to all persons meeting the coverage, age and retirement requirements; and

"(2) Federal Old-Age Assistance (OAA) under which the federal government contributes matching grants to the state old age security program.

"The original program contemplated that as more persons became covered and qualified for payments under OASI, the OAA grants to states would be reduced to a mini-

mum. Experience has shown that this expectation has not and will not be realized under the present system. There are still too many persons not covered by OASI or not qualified to receive its benefits and rather than being a stop-gap the OAA program appears to have become more permanent."

"In a special message on January 14 of this year the President submitted to Congress a series of administrative recommendations to terminate this dual system principally by increasing the coverage of OASI."

EXTENSION OF COVERAGE

Harris pointed out that a large segment of the earning public is still not covered under OASI. Suggestions have been made, he said, that coverage be extended only to groups who wish coverage.

"Your Subcommittee believes that the basic theory of any social security program and its maximum practical applications can be attained only if all persons gainfully employed within the limits of practical tax collection are covered.

"The efficiency of any such system will always be impaired if large numbers of persons are excluded from coverage. Therefore, your Subcommittee recommends that the coverage provisions of the old age and survivor's program be extended to all gainfully employed persons consistent with administrative feasibility."

Harris continued his report:

"Extension of OASI coverage to employees of state and local government is included in some of the bills now being considered in Congress. This extension raises serious problems to many local governments which now have their own retirement systems.

"The Pension systems in the larger cities

Distinguished Visitors From Abroad in June

June will be a busy month for San Francisco from the standpoint of hosting important visitors from abroad, according to George C. Fortune, Jr., Chamber Director and Vice Chairman of the World Trade Committee.

He announced, through the Chamber's World Trade Department, the following schedule of arrivals and events:

June 5—Prime Minister Shigeru Yoshida of Japan and various ministry officials will arrive, remaining in San Francisco through Sunday, June 7. A civic luncheon, co-sponsored by the Chamber, will be tendered the Prime Minister at noon Sunday.

June 6—Australian Building Industry Productivity Team will complete in San Francisco a world study of housing and all phases of the building industry. A four-day program of tours and entertainment is being fashioned by the Chamber in cooperation with engineering and architectural associations.

June 10—ORONSAY, Orient Line 28,000-ton passenger ship will return to San Francisco on her second trans-Pacific voyage. The Orient Line is expanding service to include three additional ships from San Francisco this fall and early next year.

June 10-13 inclusive—eleven-man team from Denmark—steelmanship, trucking, port, industrial, labor and railway officials—will study external materials handling techniques here. The local program will be arranged by the Chamber.

Currently visiting here is William Hall, San Francisco Port Representative for Europe. Associated with W. Hall & Co. (London) Ltd., Hall's visit concerns opportunities for new tonnage movement both in and out of this port from and to Europe and to the United Kingdom.

FREE TICKETS TO TRADE SHOW

Today is your last opportunity to secure free tickets from the Chamber of Commerce for the CALIFORNIA SOCIETY OF PROFESSIONAL ENGINEERS' TRADE SHOW now going on in the Hotel Mark Hopkins. This is an outstanding presentation of the newest in industrial machinery, specialized equipment and services of interest to engineers, architects and manufacturers. Exhibit hours are 10 a.m. to 10 p.m.—today and Saturday. Tickets may be secured from the Chamber's Research Department, 353 Pine Street, first floor.

and counties and the state system in California were created to be self-sufficient, without the addition of federal social security benefits. The cost of these systems to the citizen is exceedingly high. For example, the proposed San Francisco budget for 1954-55 estimates city and county contributions to the employees' retirement system will amount to \$15,977,059.

"If social security were extended to local employees without adjustment in the local pension system to accommodate not only the increased cost but the increased pension payments, it would require an addition of \$1,150,000 annually to the city's costs, with the present 2 per cent level of contribution.

"The current legislation provides that public employees shall have the right to vote to include themselves in the Federal Social Security system. Your Subcommittee feels that the same right should be afforded the government body, which in this instance might well be the voters who are required to authorize any changes in the local pension system.

"Accordingly, your Subcommittee recommends that the coverage provisions of the old age and survivors program include all persons now excluded because they are covered by local government retirement systems, provided either (a) the costs to the local government will not be increased or the benefits under the local system when added to OASI benefits will not be impaired, or (b) that the local government be given a right to consent to its employees being covered."

Magruder Urges School Budget be Scrutinized

F. B. Magruder, Vice Chairman of the Chamber's Tax Section, appeared last week before the Board of Education urging that every effort be made to reduced the 1954-55 School Budget.

The proposed budget for the fiscal year beginning July 1 now stands at \$35,472,666. This is \$1,042,936 more than the budget for the current fiscal year.



Mr. Magruder

"We have had several meetings on finances of the City and County," Magruder said at an evening meeting of the Board, "and we are worried about the prospective increase in the tax rate in San Francisco. For the past two days I have been attending the Hulse Committee (Senate Interim Committee on Revenue and Taxation) hearings in the City Hall. At these hearings, a subject under study has been personal property taxes and we heard witness after witness appear, telling about the burdens of personal property and other taxes in San Francisco.

"As far as the schools are concerned, we know that we have to have good ones. We do not advocate cutting the school budget so much that you eliminate proper functioning of the schools.

"We do, however, expect from the Board of Education a close scrutiny of the school budget toward the end of operating on a business-like basis and eliminating anything that seems to be wasteful or extravagant."

Members of the Board requested School Superintendent Dr. Herbert C. Clish to point out the most likely places where expenses might be reduced so that the city's schools next year may be run without bringing about tax increases.

Hitting the High Spots

With Walt Brown

ALAN K. BROWNE, Chairman of the Chamber's Civil Development Comm., has been appt. to the SF Bay Area Rapid Transit Comm. by the Bd. of Supervisors. J. G. MOTHERAL, Armed Forces Sec'y of the Chamber, had 2 ranking military officers at a special reception prior to the Armed Forces Day luncheon May 14 at the Commercial Club at which Admiral Robt. B. Carney, USN, Chief of Naval Operations, was the principal speaker. "NOTICES TO EMPLOYEES"—a bi-weekly board on statements, orders or notices for "misconduct" may be secured from the Chamber, EX. 7-4511, EXT. 16. There is a handy way of making inquiries, by mail, in the form #111. RANDLE P. SHIELDS, Maj. of the Chamber's Special Security Unit, has been named Sec'y. Mar. of the 19th International Aircraft Display and Fight Festival. In helping to plan the celebration for Aug. 21-29, Shields will work directly with the Eisenhower Comm. headed by Gen. Douglas B. MacArthur and the American Legion, headed by Gen. Charles A. Granger.

GRANT BAKEWELL, former Sec'y. of the Chamber, has been named Sec'y. of the 19th International Aircraft Display and Fight Festival. In helping to plan the celebration for Aug. 21-29, Shields will work directly with the Eisenhower Comm. headed by Gen. Douglas B. MacArthur and the American Legion, headed by Gen. Charles A. Granger.

H. E. WORK & CO.



TWENTY TIMES AROUND THE WORLD

—or, putting it another way, one-half million miles—that's the total air mileage traveled to date by Chamber President Jesse W. Tapp. Celebrating the half-million-mile occasion, United Air Lines officials presented him a handsome gold plaque last week, on which is inscribed, "in appreciation of your valuable contribution to air transport progress." (Tapp, center) received the plaque from Warren Burke (right), district sales manager, United Air Lines. Looking on is R. W. Goodspeed, sales representative.

United Air Lines extended a further courtesy to the Chamber this week by providing a two-hour trial flight for Chamber Directors on one of its Mainliner DC-7 airplanes. These planes have just begun a new "Continental" service—the first non-stop air passenger and cargo service from San Francisco to New York City.

Committee Meetings

MARKET CENTER DEVELOPMENT SUB-COMMITTEE

May 28, First floor conf. room, Chamber, 11:00-12 noon. Agenda: Report from L. M. Pinland on eastern trip. Discussion of Utah market analysis and results of national firm survey.

CONVENTION FACILITIES

May 28, Room 200, Chamber, 10:30-12 noon.

Agenda: Subcommittee reports of officers and executive committee. Election of officers and appointment of committees.

PARKING SECTION

June 1, 1954, Room 200, Chamber, 11:00-12 noon.

Agenda: Discussion of De Lew Gather report of 1948 Report on downtown center garage.

KEEP GREEN COMMITTEE

June 4, 1954, Room 200, Chamber, 11:00-12 noon.

Agenda: Discussion of forest fire prevention campaign.

EXECUTIVE COMMITTEE OF THE AIRPORT DEDICATION AND FLIGHT FESTIVAL COMMITTEE

June 7, 1954, First floor conf. room, Commercial Club, 10:30-12 noon.

Agenda: Discussion of airport dedication celebration.

AGRICULTURAL COMMITTEE

June 8, 1954, Empire Room, 1st floor, 10:30-12 noon.

Agenda: Discussion of urban rural relations.

WORLD TRADE ASSOCIATION

June 2, 1954, Embassy, 11:00-12 noon.

Agenda: Guest speaker, Young Han Choo, Consul General of Korea to speak on "Korea in Rehabilitation Program."

DOMESTIC TRADE COMMITTEE

June 2, 1954, Commercial Club, 10:30-12 noon.

Agenda: Report by Mr. May on "Development of investment in San Francisco valley. Discussion of national firm survey of progress of personal property tax problem."

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

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Chamber Upholds City's Interests at C.A.B. Meet

The Chamber represented the city's business interests at a Civil Aeronautics Board hearing in Denver May 17-21 on the applications of six airlines for new routes or extensions of existing routes in which direct service to and from San Francisco is proposed.

Walter A. Rohde, Manager of the Chamber's Transportation Department, submitted a 61 page exhibit on the population, economic, business and industrial growth of San Francisco. He also presented a written statement in which the Chamber endorsed competition without wasteful duplication between Denver, Salt Lake City and San Francisco and on transcontinental routes.

"We are not supporting or opposing the application of any particular carrier, nor are we taking any position concerning the investigation of possible equipment interchange combinations," the Chamber's statement said.

Pacific Railway Club Presents Sales Clinic

Chamber members are invited to enroll in the Stowers Sales and Human Relations Clinic which will be presented by the Pacific Railway Club in the Scottish Rite Auditorium June 1, 2 and 3 at 7:30 p.m., according to Chamber General Manager G. L. Fox.

Harvey Stowers is a nationally known sales engineer and sales training expert. His clinic will cover such subjects as What Makes the Buyer Buy; How to Fit Your Presentation to the Individual; Making Your Subconscious Mind Work for You; The One Infallible Rule for Success in Handling People; "No Pressure" Selling; and Psychological Soundness of Your Sales Presentation.

The Clinic is open to any business man or woman "who has a sincere desire to eliminate guesswork from his human relations."

Full details as to cost, group enrollments and reservations may be secured by telephoning Mr. Ira B. Flinn of the Pacific Railway Club, DOUGLAS 2-1212, Ext. 22247, 116 New Montgomery Street, Room 527.

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Know Your Chamber

—Its Departments and Services

(Editor's note: Following is the first in a series of articles to be published in Bay Region Business to acquaint members with a few of the numerous and varied services of the San Francisco Chamber of Commerce. This article deals with activities of the Agricultural Department and its Committees and Sections; subsequent treatises will explain the activities, goals and services of the Chamber's many other Departments.)

The Chamber's Agricultural Department fills an important need in an area where rural and urban economies interlock. San Francisco is the focal point for farm business that has its roots in thousands of square miles of agricultural land to the east, north and south. And so it is the Agricultural Department's function to work for the very best of relationships between The City and this vast, vital area that lives from farm products sold in, or shipped through, San Francisco.

Spelled out in simple language, the continuing goal of this Department is:

"To improve the welfare of agriculture and foster good will and understanding between San Francisco and neighboring farm regions."

This objective is accomplished in a number of ways, ranging from day-by-day work of the Agricultural Department Manager and his staff in Chamber offices, to far-flung activity by more than 100 Chamber members working in four different groups...

First of these is the Agricultural Committee, which performs the "groundwork" for all of the broad actions in the agricultural policy field which take form through Chamber Board approval and Staff activity.

Next is the Produce Market Site Section, whose members currently are analyzing and studying plans for a new produce market which San Francisco badly needs.

Then there is the Range Reclamation Section which works constantly to preserve and expand California's rich, productive grazing lands.

Finally, the Livestock Expositions Section promotes urban-rural relations broadly and the raising of livestock specifically through support of the Grand National and Junior Grand National Livestock Expositions yearly in San Francisco's famed Cow Palace. This Section also sponsors the annual Livestock Man Award which is presented to the "outstanding California livestock man of the year."

The Agricultural Department provides year-around specialized information on northern California agricultural output, characteristics and problems; and furnishes produce market information, facts and figures.

It staffs the all-important Northern California Agricultural-Business Conference which brings together approximately 100 farm and city business leaders for discussion and solution of mutual problems.

A highlight of Departmental and Committee work of the past year was production of a beautiful and effective color-sound picture depicting the need for converting 18,000,000 acres of useless California brush land into productive ranges.



HAILE SELASSIE I (above), Emperor of Ethiopia, will be honored during his visit to the Bay Area by a civic luncheon Monday, June 14, in the Garden Court of the Palace Hotel. Sponsors of the event, expected to attract close to 1,000, are the San Francisco Chamber, Down Town Association, Commonwealth Club and the City and County of San Francisco. Tickets have been sold on a "first come, first served" basis for the past fortnight at the Chamber, EXbrook 2-4511.

Great Golden Fleet Will Cruise Down Peninsula On S. F. Goodwill Mission

An opportunity for a limited number of Chamber members to participate in a cruise of the Chamber's famed Great Golden Fleet to Coyote Point, San Mateo, on Friday, June 18, for a luncheon and tour of the Peninsula's fast-growing commercial, industrial and residential areas has been announced by Dan E. London, Commodore of the Fleet.

Larry Greer will serve as Chairman of the trip to San Mateo County aboard the modern yachts. The cost of the trip, which includes luncheon and bus transportation to the Benjamin Franklin Hotel in San Mateo, is \$6 per person. Reservations should be made immediately.

The unique goodwill cruise of the Great Golden Fleet leaves from San Francisco Yacht Harbor at 9 a.m., arriving at Coyote Point at 11:45 a.m. The Fleet will arrive back in San Francisco at 5:30 p.m.

The trip will provide an opportunity for Chamber members to become better acquainted with their nearby neighbors in San Mateo County and with officials of the Peninsula Chambers who will accompany them on the cruise, Greer said.

San Francisco, Bay Area Industrial Development Triples 1953 Figures

April capital investment in new industry and expansions in San Francisco was more than three times that of April, 1953, the Chamber's Industrial Department reported this week. Seventeen new jobs were created by a total investment of \$87,500 in six projects.

In the San Francisco Bay Region \$12,215,217 invested in April was over three times greater than April of last year, the report continued. Forty-three projects involved were almost twice the number of last year.

Largest of the announced projects is the new Standard Oil isophthalic acid plant in Richmond. The projects again show complete diversification ranging from deodorants to stock feed.

All forty-eight counties of Northern California also used the magic "three" in multiplying last year's April investments, with fifty-two projects totaling \$13,220,317 for April.

Totals for April and the first four months of 1954 are as follows:

APRIL, 1954			
San Francisco			
3 New Plants	\$ 31,000	16 Jobs	
3 Expansions	56,500	1 Job	
6 Projects	\$ 87,500	17 Jobs	
Bay Region			
20 New Plants	\$11,202,000		
23 Expansions	1,013,217		
43 Projects	\$12,215,217		
Northern California			
23 New Plants	\$11,439,500		
29 Expansions	1,780,817		
52 Projects	\$13,220,317		
JANUARY THROUGH APRIL, 1954			
San Francisco			
6 New Plants	\$ 133,000	34 Jobs	
21 Expansions	7,176,500	66 Jobs	
27 Projects	\$ 7,309,500	100 Jobs	
Bay Region			
54 New Plants	\$22,649,000		
134 Expansions	22,384,677		
188 Projects	\$45,033,677		
Northern California			
65 New Plants	\$25,759,000		
144 Expansions	24,002,277		
209 Projects	\$49,761,277		

Chamber Action

Highlights of the Past Two Weeks:

1. Planned civic event for Haile Selassie (P. 1)
2. Scheduled new "Golden Fleet" trip (P. 1)
3. Summarized industrial expansion (P. 1)
4. Planned major role in securing new Japan trade office in S.F. (P. 2)
5. Made trade trip to No. Bay communities (P. 2)
6. Took action on Highway Fund Diversion (P. 2)
7. Planned hosting of 4 overseas groups (P. 3)
8. Planned expansion of Business Tip Bulletin (P. 3)
9. Filed I.C.C. petition (P. 3)

First Pacific Coast Japanese Trade Center To Open Soon in S.F.

Due largely to extensive work by the Chamber's World Trade Department, the first Pacific Coast Japan Trade Center will be opened in San Francisco October 1 in a major move to expand trade with the United States, the local Japanese Consulate General announced last week.

"The efforts of the San Francisco Chamber of Commerce have been particularly helpful in providing the information necessary in deciding to locate the center here," said Consul General Yasusuke Katsuno in announcing the decision.

The new center will provide exhibition space for Japanese products and will have available a trained staff to assist American importers and buyers—similar to the office recently established in New York, the only other site for such Japanese trade promotion activities in the United States.

The decision to establish here followed months of study by the Ministry and the Consulate General of the merits of various port areas on the Pacific Coast for the operation, according to George C. Fortune, Vice Chairman of the Chamber's World Trade Committee.

A summary of the facilities and advantages of San Francisco as a site for the center was provided to the Consulate General early in the study by the San Francisco Chamber.

The Center will be operated by the Japanese national and local governments and private business under auspices of the Japanese Trade Promotion Council of Tokyo.

Chamber Trade Trip To North Bay Communities

The rapidly expanding North Bay communities of San Rafael, Petaluma and Santa Rosa need and want the help of San Francisco in industrial development, highway expansion and transportation problems, members of the San Francisco Chamber of Commerce were informed during a trade development trip to the three cities last week.

"While San Francisco's business relationships with the North Bay communities are generally good, a greater effort should be made to explain our parking, shipping and transportation problems to our North Bay customers," according to James T. Lang, General Chairman for the trade development trip, which was made by the Inter-City Section of the Chamber's Domestic Trade Department.

The Chamber delegation was divided into three groups for morning conferences with officials of the communities. The conferences were devoted to discussions of the agricultural situation, water conservation and problems, highway and public transportation improvements, industrial development activities, retail business problems and outlook, the coverage and quality of San Francisco's trade relationships and the general reaction of North Bay businessmen to San Francisco.

J. Carroll Clark chairmanned the delegation to San Rafael; William Ross led the group visiting Petaluma; and Howard E. Fletcher headed the delegation to Santa Rosa. A complete report of the trip is available at the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 63.



PROMOTION OF TWO-WAY TRADE

and assistance in distribution of Island products on the mainland is the active program of the Chamber's Hawaiian Affairs Section. Shown above is Ransom M. Cook, Senior Vice President, American Trust Company and a Hawaiian Affairs Section member, inspecting a package of Hawaiian products received from F. B. Foster, Chairman of the Honolulu Chamber's Reception and Entertainment Committee.

Cable Car Controversy In National Spotlight

San Francisco's controversy over the colorful cable cars which came to a head in Tuesday's primary election with the consideration of Proposition "E" became nation-wide in scope, according to Chamber General Manager G. L. Fox who reported the Chamber received scores of letters from all over the country.

Many people misunderstood the intent of the Proposition, he said, and feared that San Francisco was going to "do away" with the antiquated hill climbers.

In a statement issued prior to the balloting, Fox said, "I want to assure the thousands of interested people throughout the country who love San Francisco and the cable cars that we are not doing away with them, and don't intend to." Cable car controversies are a periodic phenomenon in San Francisco, and the arguments often become "more emotional than factual," he pointed out.

Chamber Board Guests of PUC at Airport Today

The Chamber's Board of Directors will be guests of the city's Public Utilities Commission at a luncheon at 12:30 p.m. today at San Francisco International Airport, according to Chamber Director Clay Bernard, Chairman of the Executive Committee for the Airport Dedication and Flight Festival, August 27-28-29.

Prior to the luncheon, the Directors will inspect the new \$10,000,000 Airport Passenger Terminal Building, now nearing completion. A bus furnished by the PUC will depart from the Chamber Building at 10 a.m., and will start the return trip from the airport at 2 p.m.

The trip will provide participants with a preview of facilities at the new Terminal Building, one of the most efficient and beautiful in the world, Bernard said.

Chamber Opposes Use Of Federal Tax Funds For Parking Facilities

As a result of action by the Board of Directors last week, the Chamber has taken a stand in opposition to Assembly Constitutional Amendment No. 32 which would give the State Legislature power to allot highway user tax funds for the planning and construction of facilities for vehicle parking.

Leonard S. Mosias, Chairman of the Chamber's Street, Highway and Bridge Section, reported his group's convictions that action proposed by the Amendment would constitute a diversion of highway funds. He pointed out that parking is a municipal and not a state problem; and that this is not the time to divert highway user funds when there are highway deficiencies in California of over three billion dollars.

Mosias further stated that the language of the proposed amendment is broad and loosely drawn; that there are other ways of raising funds for parking, such as parking meter funds and fines; and that there is a possibility that Federal Gas Tax funds might be withdrawn if used for other than those specified in the Federal law.

Pharmacists, Plastics Men Acclaim Reports

More than 440 copies of the Chamber's special reports on the "Western Potential, Chemical and Allied Industries" have been mailed to every pharmaceutical firm east of the Rockies, all member firms of the Manufacturing Chemists Association and selected large manufacturers using plastics. This was the announcement made yesterday by M. H. Scott, Chairman of the Chemical Industries Section of the Chamber's Industrial Department.

The reports—"Pharmaceuticals," "Packaging," and "Plastics and Resins"—are part of a series started last year by the Chemical Industries Section to encourage eastern consumers using chemicals now produced here to center proposed western operations in the San Francisco Bay Region.

The reports stress the fact that through the use of San Francisco service industries packaging facilities and readily available materials, an Eastern manufacturer may more economically distribute to the Western market by centering his operations here, Scott said.

"Although the mailing was only recently completed, there has already been an excellent response," Scott said, "and Chemical Industries Section members knowing those plant location factors peculiar to Chemical manufacturers are cooperating in promoting the Bay Region."

Tool Men Schedule Meet

The American Society of Tool Engineers is in the process of organizing its first convention and exposition for the week of March 18, 1955, at Los Angeles. Interested San Francisco firms are requested to contact H. E. Conrad, Executive Secretary of the Society, 10700 Puritan Avenue, Detroit 21.

If the first exposition is successful, the Society is considering San Francisco for its 1958 convention.

Welcome...

New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization.

PACIFIC STATES LABORATORIES, INC.
Mfg. Chemists 921 Clay Street

PERRY-GILBERT SAFE CO.
Safes 63 Page Street

RAZON COMPANY
Mfrs. and importers of fabrics Pier # 45-B

FRANK SULLIVAN ASSOCIATES
Public Relations 690 Market Street

HARRY C. SUZE CO.
Import-export 465 California Street

HARRY TALBOT
Elec. and mech. experimental lab.
49 Maiden Lane

TOYOMENKA, INC.
Import-export 210 California Street

VEPRIN & GUTHERTZ
General merchandise store

P. O. Box 296, Agana, Guam, M. I.

MILTON WEINGARTEN COMPANY
Wholesale costume jewelry 254 Sutter Street

WESTERN EMPIRE DIRECT

ADVERTISING CO.
Direct advertising 612 Howard Street

WOOD, STRUTHERS & CO.
Stock brokers 235 Montgomery Street

AJAX FOUNDRY CO.
Foundry 525 Phelps Street

ALBRITE MANUFACTURING COMPANY
Mfrs. plywood Paint & Doors
8410 Amelia Street, Oakland, Calif.

ANCHOR ROOFING CO.
Roofing contractors 1671 Galvez Avenue

ATTORNEYS PRINTING SUPPLY CO.
Paper & Printing 518 Market Street

BARRETT CONSTRUCTION COMPANY
General contractors 918 Harrison Street

ANDRE BOSC
Realtor 1155 Jones Street

BOXER'S APPLIANCE & RADIO CO.
Radio and Appliances and Furniture
1401 Fillmore Street

CENTRAL MILL & CABINET CO.
Mill and cabinet work 1595 Fairfax Avenue

CLARK & FIELDS
Nutralite food supplement
1349 Taraval Street

COLLINS, GROTH & JOHNSON
Factory Rep. 1355 Market Street

CORONET INDUSTRIES, INC.
Importers of Housewares 40 - 1st Street

DE VAUX SIGN CO.
Sign painting 147 Valencia Street

HENRY DOWDEN CO.
Marine products 608 Montgomery Street

EL MATADOR CORPORATION
Restaurant 492 Broadway

FRED, TELLER & FREED
Coffee and tea 1326 Polk Street

FRICTION MATERIALS CORPORATION
Automotive and industrial brake and
clutch specialists 708 Polk Street

FUN-UNLIMITED Agency
Theatrical-entertainment agency
935 Market Street

GOLD STAR EXPRESS RADIO SALES CO.
Novelty mfrs. and distributors
18500 Stanton Avenue,
Castro Valley, Calif.

GOLDEN GATE COLLEGE
College 200 Golden Gate Avenue



The Chamber's Board of Directors and staff members were honored at the annual "Chamber of Commerce Day at the Shrine Luncheon Club" May 27 at the Palace Hotel with the Bank of California N.A. as host. The annual affair has become one of the highlights of the year in the Chamber's pro-

gram, Chamber President Jesse W. Tapp pointed out. Left to right are: Noble George Gavin, President of the Shrine Luncheon Club; Tapp; Potentate Perce Allan of Islam Temple; Noble Philip F. Landis, the principal speaker; and Bank of California hosts Vice President Arthur M. Warren, and Executive Vice President Edwin E. Adams.

Chamber Hosts Groups Of Overseas Visitors

The Chamber's World Trade Department is directing the studies of Bay Area business and industrial establishments and construction projects this month by groups of businessmen from Australia, Denmark, Formosa and Okinawa, who are studying various phases of the U.S. economy.

The visitors include a team of 21 Australian architects, contractors and materials manufacturers, an 11-member Danish external materials handling team, a group of nine Chinese executive accountants from Formosa, and a team of three Okinawa businessmen studying U.S. practices in merchandising and management.

The Chamber is cooperating with the Foreign Operations Administration in directing the activities of the Danish and Formosa visitors, and with the U.S. Department of Commerce in aiding the Okinawa businessmen.

I.C.C. Petition Filed

In order to protect the competitive position of San Francisco shippers, the Chamber's Transportation Department has filed a petition with the Interstate Commerce Commission for investigation and suspension of reduced rates on boots and shoes from Los Angeles to the Pacific Northwest.

San Francisco wholesalers of boots and shoes are in direct competition with Los Angeles wholesalers in Northwest markets and rate reductions from the San Francisco area, similar to those granted Los Angeles, were denied, the petition states.

GREY-MANNION PLYWOOD CO.
Plywood—wholesale 355 Barnevald Avenue

IDEAL TRADING COMPANY
Import-export (wood products, food, machinery) 1 Drumm Street

INTERSTATE ACCOUNTING & STATISTICAL SERVICES, INC.
Accounting and Statistical work
for insurance 875 Sansome Street

BONNIE LEE SOCIAL REGISTRY
Social contacts 676 Geary Street

Directors to be Guests Of 91st Infantry Div.

The Chamber's Board of Directors, Armed Forces Section, and San Francisco civic leaders will be flown to Hunter Liggett Military Reservation Tuesday, July 20, to spend the day inspecting the training activities of the 91st Infantry Division, USAK. They will be personal guests of Brigadier General C. Lyn Fox, Division Commander.

A division review, spectacular combat exercises and an inspection of the division training in all its color and realism are scheduled for the visitors in order that they may see what is being done during the two weeks' summer training program of the Army Reserve, according to J. G. Motheral, Chairman of the Armed Forces Section.

Chamber officials are urged to accept invitations immediately. Individual invitational orders will be issued by the Commanding General, Sixth Army, providing for transportation by military aircraft from San Francisco International Airport to Hunter Liggett, located between Monterey and San Simeon, with the return scheduled for 5 p.m.

Business Tips Bulletin To be Enlarged Soon

The scope of the Business Tips Bulletin, issued by the Chamber's Domestic Trade Department, will be enlarged with the July 1 issue in order to increase its value to members and reflect the intense interest in the Western market indicated by the excellent response to the recent nation-wide survey of some 1,500 National Manufacturers.

The exclusive survey requests will be conveyed to Chamber members in Business Tips Bulletin. Mailing will be restricted to Chamber members, who will receive copies five days in advance of the regular edition date. Non-members will be able to view the open file of Business Tips at the Chamber offices on the first of each month.

Members who wish to take advantage of this expanded service are urged to contact the Chamber's Domestic Trade Department immediately. Call EXbrook 2-1511, Local 56.

Hitting the High Spots

With Walt Brown

SERVICE TYPESETTING CO., the typography firm which numbers among its clients the Chamber of Commerce (sets Bay Region Business type) has moved to new, greatly-expanded first-floor quarters at 255 Eighth St., according to its owner and manager Ira (Rudy) Rudikoff. A trade shop dealing in a wide variety of services, the firm now also specializes in "Rule Form" work. Service is now adjacent to **CALIFORNIA PRINTING CO.**, the firm that has printed Bay Region Business for a number of years.

... **THE CALIFORNIA STATE CHAMPIONSHIP ROLLER SKATE MEET** will be held in SF at the Caliseum Bowl, 45 11th St., June 17-20. Several hundred amateur skaters of all ages are expected to compete in this annual event sponsored by the U.S. Amateur Roller Skating Assn. under auspices of the American Athletic Union. Winners will go to the nat'l championship meet in Wash., D.C. in July.

... **THE INDUSTRIAL DEVELOPMENT WORKSHOP** sponsored by the U.S. Chamber and other organizations, will be held at Santa Clara University, June 13-15. The SF Chamber has cooperated in arrangements. Reservations may be secured at the University.

Committee Meetings

TECHNICAL PROJECTS COMMITTEE—June 11, Commerce Club, 12:15 p.m.

Agenda: Discussion of army engineers plan for scale model of S.F. bay and Chamber policy on water resources development.

PARKING SECTION June 15, Room 200, Chamber, 10:30-12:00 noon.

Agenda: Discussion of curb parking and "Customers vs. Sleepers."

EXECUTIVE COMMITTEE—FLIGHT FESTIVAL—June 15, First floor conf. room, 10:00-12 noon

No Agenda.

STREET, HIGHWAY AND BRIDGE SECTION—June 16, Room 200, Chamber, 10:30-12 noon

Agenda: Discussion of keeping roadways clean. Movie, "Give Yourself the Green Light."

WORLD TRADE ASSOCIATION—June 16, Panelli's, 12 noon

Agenda: Panel discussion of analysis of far east trade development.

PUBLICITY COMMITTEE—June 22, Room 200, Chamber, 5:30-5:00

Agenda: Discussion of possible use of SF historical photographs for museum exhibition

MINING COMMITTEE—June 23, Commerce Club, 12:15 p.m.

No Agenda

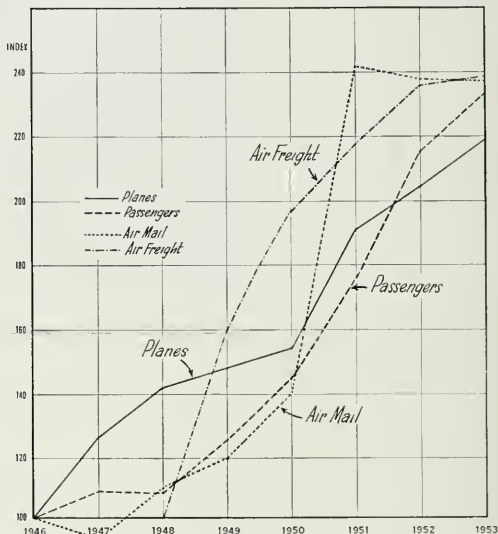
"KEEP GREEN" MATERIAL AVAILABLE

Members of the Chamber are urged to avail themselves of supplies of forest fire prevention leaflets, posters and other material provided by the State and National forest services through the Chamber. These may be used on bulletin boards, as envelope stuffers, as employee communications, and for other similar purposes toward the end of helping reduce forest fires.

The Chamber's "Keep Green" Committee through William J. Losh, Chairman, also urges members to develop their own forest fire prevention messages and to include them in their advertising and other public communication.

S. F. AIRPORT TRAFFIC DOUBLES

San Francisco Progressogram* - - - - - No. 7



RAPID EXPANSION IN LAST SEVEN YEARS

Traffic through San Francisco's ultra-modern International Airport, which serves as operational headquarters for the world's great trans-ocean and trans-continental airlines, has more than doubled in the seven years between 1946-1954.

San Francisco's role as America's aerial gateway to the vast Pacific Basin is a logical development for this great port city which has long been one of the world leaders in international commerce. San Francisco International Airport boasts a new Passenger Terminal Building, air mail and cargo buildings and other facilities built at a cost of more than \$14,000,000.

From 1946 to 1954 planes (in and out) soared from 53,035 annually to 115,891; passengers (off and on) from 834,360 to 1,927,077; air mail from 12,512,741 pounds to 29,699,645; and from 1948 to 1954 air freight increased from 16,286,516 pounds to 38,914,728. According to a special Western Air Lines report, the over-all number of passengers to and from the Airport (includes those who do not disembark) doubled since 1946, to 2,430,000 in 1953.

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Schacht Honored at Chamber Agricultural Group Meet

Henry Schacht, whose "Farmer's Digest" program at 6:15 a.m. over KNBC has for the second year won the First Award of the California Associated Press Radio Association for exceptional merit in the agricultural field, was honored at a luncheon meeting of the Chamber's Agricultural Committee Tuesday noon in the Fairmont Hotel.

Schacht, a long-time member of the Committee, was the principal speaker at the meeting. The veteran broadcaster discussed the effect of words in world affairs, and pointed out how their meanings can be twisted for propaganda purposes. Thor W. Christensen, vice chairman of the Agricultural Committee, presided.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Rolph S. Class, Jr., Asst. Editor

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Chamber Recommends Extended Coverage Under OASI Program

Chamber President Jesse W. Tapp this week made recommendations regarding extension of social security to Senator Eugene D. Milliken, Chairman of the Senate Finance Committee, as the Committee began hearings on House approved H.R. 9366 to expand the social security program.

In recommending that coverage provisions of the old age and survivor's program be extended to all gainfully employed persons consistent with administrative feasibility, Tapp said, "At the present time a large segment of the earning public is still not covered under OASI. Suggestions have been made that coverage only be extended to groups who wish coverage. The San Francisco Chamber of Commerce believes that the basic theory of any social security program and its maximum practical applications can only be attained if all persons gainfully employed within the limits of practical tax collection are covered. The efficiency of any such system will always be impaired if large numbers of persons are excluded from coverage."

GOVERNMENTAL EMPLOYEES

Tapp noted that H.R. 9366 contains a statement of policy regarding the extension of social security to employees of local governments which raises serious problems to many local governments which now have their own retirement systems. He said, "The pension systems in the larger cities and counties and the state system in California were created to be self-sufficient, without the addition of federal social security benefits. The cost of these systems to the citizen is exceedingly high. For example, the proposed San Francisco budget for 1954-55 estimates the city and county contributions to the employees' retirement system will amount to \$15,977,959."

"If social security was extended to local employees without adjustment in the local pension system to accommodate not only the increased cost but the increased pension payments, it would require an addition of \$1,150,000 annually to the city's costs, with the present 2 per cent level of contribution."

"We propose two recommendations for amending the subject legislation."

"1. In that H.R. 9366 provides that public employees shall have the right to vote to include themselves in the federal social security system, we feel that same right should be afforded the government body, which in this instance might well be the voters who are required to authorize any changes in the local pension system."

"2. That the coverage provisions of the old age and survivor's program include all persons now excluded because they are covered by local government retirement systems, provided that the costs to the local government will not be increased or the benefits under

(Continued on Page 4)

Chamber Urges S.F. Produce Market Be Moved To South Basin, Present Site Redeveloped

The San Francisco Chamber of Commerce has called for immediate action toward establishing the South Basin Temporary War Housing area as the site for a new San Francisco produce terminal.

The Chamber's Board of Directors last week approved recommendations presented as the climax to 13 years' study by the Chamber's Produce Market Site Section headed by Ray B. Wiser, asking that:

Trade Leaders Plan Big 1954 Valley Days Event

Plans are being completed for the Chamber's "Valley Days, 1954"—the trade promotion event which will bring to San Francisco August 12 and 13 some 150 business and agricultural leaders from about 65 communities in the Central and San Joaquin valleys—according to General Chairman Lloyd Mazzera.

Sponsored by the Chamber's Domestic Trade Department with funds contributed by San Francisco host companies and businesses, the Valley and Coastal Days programs have proved one of the most successful means of developing business in the city's vital trading areas, Mazzera pointed out.

Lloyd Graybiel, Chairman of the "Valley Days" Finance Committee, urged sponsors to sign up immediately.

Other committee chairmen are: Jesse W. Tapp, "V.I.P.," Richard W. Goodspeed, Program; J. Carroll Clark, Invitation; V. A. Barbata, Transportation; Dan E. London, Hotel Accommodations and Great Golden Fleet; and William Ross, host.

"Keep Green" Committee Urges Fire Prevention

With California once more entering the forest fire season, the Chamber's "Keep Green" Committee has called on all San Franciscans to do their part in combatting the forest and rangeland fire menace this year, according to William J. Losh, Committee Chairman.

"San Franciscans visit the forest for recreation, as motorists, vacationists, campers or summer home owners," he said. "They hunt and fish in them. As forest users, they bear the same responsibility to observe all the rules of forest fire prevention that apply to those who live in the forested areas."

"The Keep Green Committee urges San Franciscans to learn the rules of forest fire prevention," Losh continued.

"These rules are simple: When motoring, use the ash tray in your car. Do not throw lighted matches or burning tobacco from your car. At your summer home, do not burn trash or leaves on a windy day. Check your incinerator. Do not let children play with matches. When hunting, fishing or camping, crush your cigarette, break your

(Continued on Page 4)

1. The City and County of San Francisco and the San Francisco Housing Authority reserve the South Basin area (bounded by Bancroft Avenue, Jennings Street, Underwood Avenue, Hawes Street, Van Dyke Avenue, and the railroad to the San Francisco Naval Shipyard) as a site for a new wholesale produce terminal;

2. The City and County and the San Francisco Redevelopment Agency declare the area in which the wholesale produce market is presently located, and the South Basin War Housing Area, as redevelopment areas; and

3. The Board of Supervisors be requested to appropriate funds for a study by the Department of City Planning to determine the exact boundaries of the areas to be declared for redevelopment.

Letters outlining the Chamber's position and requesting cooperation have been mailed to officials of the City Planning Commission, Housing Authority, Redevelopment Agency and Board of Supervisors.

J. W. Mailliard, III, past Chamber President and present Chairman of the organization's Agricultural Committee, declared the matter urgent because "the San Francisco Housing Authority has just received instructions from the Federal Government to start relocating the families in South Basin," preparatory to demolition of the buildings and transfer of the land back to private ownership.

"Unless immediate steps are taken officially to designate the South Basin Site for a new produce market, the area probably will be disposed of piecemeal, and San Francisco will have lost an outstanding site for its badly-needed new produce market terminal," Mailliard said.

Both the South Basin area and the present

(Continued on Page 3)

Chamber Action

Highlights of the Past Two Weeks:

1. Urged immediate action on new Produce Market Site (P. 1)
2. Planned annual "Valley Days" event (P. 1)
3. Launched new forest fire prevention activities under "Keep Green" Comm. (P. 1)
4. Reported monthly Business Activity (P. 2)
5. Directed activities of overseas business visitors in Bay Area (P. 4)
6. Continued promotional activities for airport flight festival (P. 4)
7. Recommended extended Social Security coverage (P. 1)

General Business Activity

Report By The Research Department

May, 1954

BUSINESS OUTLOOK ENCOURAGING

The business outlook in San Francisco and the Bay Area at the beginning of June appeared definitely encouraging. The first five months' general activity was only slightly below the all time Spring peak last year, and a few branches reached new seasonal highs.

MAY BRIGHT SPOTS

The bright spots in May compared to a year ago include a 20% increase in dwelling units authorized in the nine bay counties; a 48% rise in market value of shares traded in the San Francisco Stock Exchange; gains in employment in the Metropolitan Area of 2.2% in Service group, 0.5% in Finance group, and 0.5% in Agricultural group; 1.9% in average weekly earnings of production workers; 1% increase in San Francisco area truck movements, and 1.3% in Out-of-State passenger cars entering Northern California. San Francisco Airport traffic including number of planes, passengers, and air freight exceeded last May. Port of San Francisco coastwise, intercoastal and foreign revenue tonnages were above last May, also electrical energy sales and tourist and settler inquiries. Unemployment declined to 4.9% of labor force compared to 5.4% in April.

FIVE-MONTHS TRENDS

Our business activity index during the first five months averaged 123.0 or 1.4% under the same period last year. Total employment in the Metropolitan Area settled 2.3% and manufacturing employment was off 3.9% but the service, finance, and agricultural industry groups were employing more people in the first five months than a year ago. Financial transactions as a whole were off less than 1%. The market value of the stock exchange transactions were up 25%. Dwelling units authorized in the nine bay counties were 5.5% above the same period last year. San Francisco department store sales for the first five months were 1.8% below last year. Sales of merchant wholesalers on the Pacific Coast during the first four months (latest available) were off 7% compared to 4% in the nation and inventories at the end of April were down 7% compared to 4% in the nation.

Commercial failures, reported by Dun and Bradstreet, for the five months cumulative amounted to 77 compared to 68 last year.

EMPLOYMENT

May total employment of 1,002,000 was 5,700 above April but 23,000 or 2.7% below last May. The service industry (the largest group) with 210,900 gained 600 over the April level and 4,300 or 2.2% over last May. Finance, insurance and real estate group with 65,400 and agriculture with 22,100 were both 0.5% above a year ago. Manufacturing group with 204,200 was 1,200 above April but 12,300 under May last year. Retail trade with 169,500 persons was 400 above April, out 1,600 fewer than last year. Transportation, communication and utilities with 109,500 were 100 over April but down 7,600 from last May. Construction industry with 61,600 in May showed an improvement of 1,200 over April but was 6,100 below May last year and government employment at 85,800 was 200 below April and 4,700 below last year.

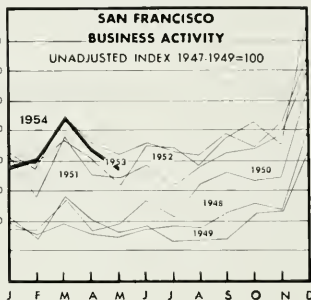
CONSTRUCTION

Dwelling units authorized for construction during May in the nine-county Bay Area amounted to 3,737, an increase of 20% over

last May. The five months total of 14,566 was 5.5% above a year ago. In San Francisco the number of two-family dwelling units authorized in May was up 14% and multi-family units 20%. Non-residential construction permit number was up 89% and the value 54%.

RETAIL TRADE

Department store sales in San Francisco for the four weeks ending May 29 were 4%



MAY BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	MAY 1954	% from 1953	5 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS	Total Number	117.2	-4.5	123.0
	Value	615	-6.5	3,442
Residential, New	Value	2,906,570	-6.7	18,282,201
Dwelling Units	Number	942,450	-10.7	6,344,733
Single-Family Units, New	Number	93	-9.9	616
Non-Residential, New	Value	40	-26.9	418
Adds., Alterations and Repairs	Value	1,184,377	-54.0	6,881,101
REAL ESTATE—Deeds Recorded	Number	79,732	3.8	5,057,065
RETAIL DEPARTMENT STORE SALES	Index	1,236	-19.5	7,133
FINANCE—Bank Debits	\$000	109	-1.8	101
Postal Receipts		2,982,276	-1	15,274,346
S. F. Stock Exchange	Shares Traded	1,962,272	-28.7	13,573,400
	Market Value \$	1,314,760	-2.0	5,893,278
		23,615,707	47.8	115,649,230
COMMERCIAL FAILURES	Number	20	42.8	77
INDUSTRY TRENDS—6 Bay Area Counties Total Employed		1,002,000	-2.7	977,280
Manufacturing—Average Weekly Earnings (Dollars)		81,204.1	1.9	80,000
Manufacturing (Employment)		204,200	0.5	194,120
Construction		61,600	0.0	60,000
Finance, Ins., Real Estate		65,400	0.5	61,800
Retail Trade		169,500	0.0	169,100
Wholesale Trade		90,900	-1.1	88,100
Service		100,000	-1.1	70,000
Trans. Comm. & Utilities		109,500	1.1	110,350
Agriculture		22,100	0.5	16,000
Govt.—Fed., State, City		85,800	5.2	87,800
Other		7,000	-1.8	2,100
TRANSPORTATION FRT. Car Movements	Number	18,400	16.5	16,500
S. F. Airport Planes In and Out	Number	10,414	12.5	40,001
Passengers Off and On	Number	166,810	4	160,570
Air Mail Loaded & Unloaded	Lbs	111,414.0	0	152,510
Air Express Loaded & Unloaded	Lbs	8,576.0	1.1	2,588,100
Air Freight Loaded & Unloaded	Lbs	8,891.4	10.1	12,514.0
Rail Express Shipments	Number	81,678	10.1	448,100
Truck Movements—S. F. Area	Index	8,000	18.3	1,000
Out-of-State passenger car entries into N.C.	Number	3,878	0.3	28,424
PORT OF SAN FRANCISCO—Revenue Tons	Total	1,135.5	1	1,021.6
Coastwise	Revenue Tons	48.5	1.1	1.1
Intercoastal	Revenue Tons	48.5	1.1	1.1
Foreign	Revenue Tons	1,038.5	1.8	1,019.4
CARGO VESSELS (S. F. Bay)—Arrivals	Number	138	138	0
Millions of Registered Tons		13,100,000	13,100,000	0
UTILITIES—Ind and Comm. Gas Sales	CU Ft.	13,100,000	13,100,000	0
Elec. Energy Sales—K-w hours	Index	13,100,000	13,100,000	0
Water Consumption—Comm. and Ind	CU Ft.	13,100,000	13,100,000	0
NEW DEVELOPMENTS—Tourist and Settler	Inq. No.	1,000	1,000	0
Bay Bridge Vehicle Crossings	Number	1,000	1,000	0
Golden Gate Bridge Vehicle Crossings	Number	1,000	1,000	0
FRUITS AND VEGETABLES RECEIPTS	Carlots	1,000	1,000	0
LIVESTOCK SLAUGHTER (Insp. Data)	Number	1,000	1,000	0
*S. F. LIVING COSTS—All Items	Index	1,000	1,000	0

*NEW SERIES (S. F. AREA) COMM. AND IND. WATER CONSUMPTION—MAY 1954: 1,000 CU FT. (1947-49 AV. = 100). MAY 1953: 1,000 CU FT. (1947-49 AV. = 100). MAY 1952: 1,000 CU FT. (1947-49 AV. = 100). MAY 1951: 1,000 CU FT. (1947-49 AV. = 100). MAY 1950: 1,000 CU FT. (1947-49 AV. = 100). MAY 1949: 1,000 CU FT. (1947-49 AV. = 100).

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

With Walt Brown

THE AMERICAN-KOREAN FOUNDATION will dedicate the relief ship M. V. KOREA, at Pier 45 today at 4:00 p.m. Supplies are being loaded this week. Colorful ceremonies this afternoon will include a Korean Boys' choir, the Marine Band and Fishermen's Wharf decorations. The public is invited...

FOSTER AND KLEISER CO. invites attendance at an exhibit of award-winning designs at the 22nd Nat'l Competition and Exhibit of Outdoor Advertising Art in the auditorium of The Emporium daily from June 21 through June 26... LAWSON, LEVY & WILLIAMS, investment securities firm, has opened an Oakland office in the Financial Center Bldg. with Richard S. Lesser as res. mgr. ... A. E. ARCHIBALD, pres. and gen. mgr. of the S.F. Federal Savings and Loan Assn., on his first visit to South Africa, was quoted recently by the NATAL DAILY NEWS in Durban. He declared that misunderstandings and conflicting political and racial interests in So. Africa are keeping American capital out of that country...

HANDY ASSOCIATES, INC., management consultants of New York, have opened their Calif. office in the Adam Grant Bldg. in SF. with Hallam B. Cooley, vice pres., as local mgr. ... DON W. McCOLLY, Calif. farm leader and former Secy-Treas. of the Calif. Farm Bureau Fedn., was elected Pres. of Wine Institute, trade assn. of the Calif. wine growing industry.

Chamber's Great Golden Fleet Completes Trade Trip; Plans Two Other Major Goodwill Events for Year

Following completion of a successful trade development cruise by the Chamber's Great Golden Fleet to San Mateo last Friday, "Commodore" Dan E. London announced that two more cruises this year are planned for the purpose of entertaining visiting dignitaries and promoting San Francisco's trade relationships.

On July 15, the Fleet will host between 50 and 75 agricultural editors of leading national publications. On August 13 about 150 business and agricultural leaders from the Central and Sacramento Valleys will be entertained during the annual "Valley Days" trade promotion visit to San Francisco sponsored by the Chamber's Domestic Trade Department.

The unique flotilla, made up of 17 luxurious

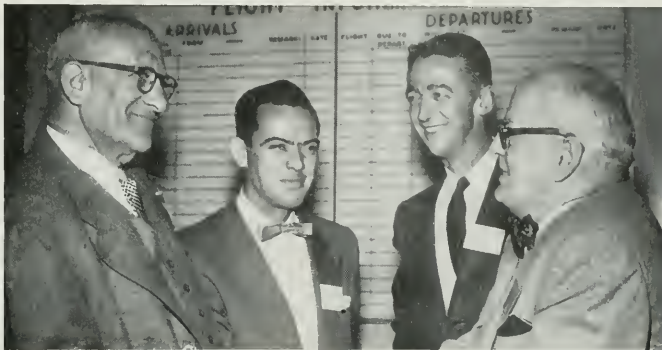


EXHIBIT SPACE at the San Francisco International Airport Dedication and Flight Festival, August 27-28-29, was inspected by the Festival's Executive Committee (pictured above) when the Chamber's Directors were guests recently of the city's Public Utilities Commission at a luncheon and tour of the new Passenger Terminal building. Left to right are: Commissioner Edward B. Baron of the city's Public Utilities Commission; Jack Dierssen of the Junior Chamber of Commerce, who is General Chairman of the Flight Festival Committee; Robert E. Lilly, Chairman of the Junior Chamber's Aviation Committee; and Clay Bernard, Chairman of the

Chamber's Aviation Section and Chairman of the Executive Committee for the celebration.

Exhibit space will be at a premium since the three-day celebration is expected to attract more than 500,000 people, the Executive Committee pointed out. Booths will be located in the concourse area and some parts of the main building, according to Edgar Allen, chairman of the Exhibit Committee. Exhibit space is available at \$100 per 10 x 10-foot booth to companies interested in the future of aviation. Standard signs and electrical service will be furnished free.

Since applications for booth space will be considered in order of receipt, firms interested in booth space should make their applications immediately to the Exhibit Committee at the Chamber's office, 333 Pine Street, phone EXbrook 2-4511, local 85, Allen said.

'Workshop' Attendance

Chamber Committee members and the Industrial Department staff attended sessions of the Industrial Development Workshop at the University of Santa Clara June 13-15 sponsored by the Chamber of Commerce of the United States, California State Chamber, the California Chapter of the American Institute of Planners and the university.

Attending sessions were: A. Y. Alcorn, Charles M. Byrne, C. N. Gustafson and Fred J. Mahr of the Industrial Development Committee; D. V. Doub, Electrical Industries Section; and Industrial Department Manager Lewis M. Holland.

CHAMBER ASKS IMMEDIATE ACTION IN PRODUCE MART RELOCATION

(Continued from Page 1)

produce market area must be designated for redevelopment according to Maillard and Wiser because (1) government authority is adjudged necessary to facilitate assembling the South Basin site for a new terminal and (2) government authority is, in the Chamber's opinion, also necessary for the assembling and ultimate disposition of the present market areas.

The Chamber recognizes however, that the ideal solution to moving the produce market would be through private enterprise entirely—"but the exercise of the powers of eminent domain is still judged necessary as the practical method of facilitating the move."

Produce dealers in the area concerned who are opposed to moving have indicated they would be interested if they were assured of the following:

1. Adequate reimbursement for their real property, buildings and trade fixtures,

2. A new site suitable as to location and access thereto;

3. An economically sound program for the financing and construction of modern market terminal buildings and facilities.

Maillard said the Chamber's Legal and Financial subcommittee is "in frequent sessions" in an effort to meet the three provisos.

The Department of City Planning has indicated it will make a formal study of the "highest and best uses to which the area could be put" if the market area were moved.

The Chamber's Industrial Committee also has a sub-group studying plans for the reuse of the area and is prepared to promote its development.

A second element of urgency, Maillard declared, lies in the fact before long a ramp from the planned Embarcadero Freeway will lead directly into Clay and Washington

Streets—"destroying the integrity of the present market. Inevitably, within a few more years, the market will be forced to move under circumstances far less favorable than presently apply."

Answering three major objections by those in opposition to the move, the Chamber offered these contentions:

1. A new modern produce terminal will attract business currently being lost due to congestion and inadequate facilities at the present market;

2. Experience of other large cities has proved the factor of distance from the central area has not been a detriment; some markets in major cities are almost twice as far from the central district as would be the South Basin site; and

3. The new freeway system will eliminate the traffic problems at the South Basin Site and will provide speedy access for the trade.



A TEAM OF OKINAWA businessmen next Monday will conclude an 18-day study in San Francisco of U. S. practices in merchandising, personnel policy, financing and management under supervision of the San Francisco Chamber's World Trade Department and the U. S. Department of Commerce. Pictured visiting the James S. Baker Co., 311 California Street, San Francisco are left to right: Shintoku Yamada, president, Okinawa Reconstruction Lumber Co.; Fred Kamikawa, U.S. Department of Commerce interpreter; Baker, who is President of the San Francisco Chamber's World Trade Association; Noboru Kakazu, president, Ryukyu Life Insurance Co.; and Choryo Ishimine, president, Okinawa Daiichi Warehouse Co., Ltd.

In addition to the Okinawa group, the Chamber's World Trade Department has directed the studies of Bay Area business and industrial establishments this month by teams of businessmen from Australia, Denmark and Formosa. A group of 21 Australian architects, contractors and materials manufacturers inspected outstanding building projects and developments. The 11-member Danish external materials handling team visited the United Air Lines maintenance base and the F. W. Woolworth Company warehouse. The group of nine Chinese business executives from Formosa visited the Bank of America N. T. & S. A., C & H Sugar Refining Corporation, and American President Lines.

Chamber Recommends

(Continued from Page 1)

the local system when added to OASI benefits will not be impaired.

"Thus adoption of these recommendations will make it possible for a local jurisdiction to modify the benefits of its retirement system so that it will supplement social security benefits while insuring that the combined benefits of social security and the local plan could not be less than those of the local plan alone before modification."

Committee Meetings

TRANSPORTATION COMMITTEE (June 25, 10:00 A.M.)

Agenda: 1. Report of the Committee on the Transportation Survey. 2. Report of the Committee on the Transportation Survey. 3. Report of the Committee on the Transportation Survey.

TIDELAND SUBCOMMITTEE (June 25, 10:00 A.M.)

Agenda: 1. Report of the Committee on the Tidelands Survey. 2. Report of the Committee on the Tidelands Survey. 3. Report of the Committee on the Tidelands Survey.

MASS TRANSPORT SECTION (June 25, 10:00 A.M.)

Agenda: 1. Report of the Committee on the Mass Transportation Survey. 2. Report of the Committee on the Mass Transportation Survey. 3. Report of the Committee on the Mass Transportation Survey.

MINING COMMITTEE (June 25, 10:00 A.M.)

Agenda: 1. Report of the Committee on the Mining Survey. 2. Report of the Committee on the Mining Survey. 3. Report of the Committee on the Mining Survey.

Agenda: 1. Report of the Committee on the Mining Survey. 2. Report of the Committee on the Mining Survey. 3. Report of the Committee on the Mining Survey.

FINANCIAL DISTRICT GROWS

San Francisco Progressogram* - - - - - No. 8



S. F. IS MANAGEMENT NERVE CENTER OF WEST

San Francisco's financial district—historically the west's management "nerve center" for far-flung operations in banking, insurance, trade, manufacturing, transportation, communications and construction—is expanding to keep pace with the booming growth of western industry and population.

Badly needed space for headquarters operations will be provided by the 25-story structure of the Equitable Life Assurance Society of the United States (architect's sketch shown above). Located at Montgomery and Sutter Streets, in the very heart of the financial headquarters of the western United States and the Pacific Basin, the \$10,500,000 building is scheduled for completion in June, 1955.

The ultra-modern structure of steel, aluminum and white marble will rest on a foundation of 467 heavy steel pilings, which were driven to bed rock at an average depth of 132 feet below the street level. The structural steel framework is being bolted and welded instead of riveted.

The building will have frontage of 122 feet on Montgomery Street and 168 feet on Sutter Street. There will be a 10-story tower starting at the 16th floor.

*A regular feature. Ask the Chamber for Reprints: ENbrook 2-5111, Research Dept., Ext. 13 or 14.

Chamber Committee Campaigns Against Forest Fires

(Continued from Page 1)

match, drown your campfire."

As part of the Committee's active work in behalf of encouraging vigilance, public service radio and television announcements have been prepared and sent, through the

facilities of the Chamber's Publicity Department, to every radio and television station in Northern California. Losh reported. Further announcements will be sent to the more-than-100 stations on a regular 15-day schedule throughout the summer, he said.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
 Ralph S. Clegg, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Know Your Chamber

— Its Departments and Services

(Editor's note: Following is the second in a series of articles published here to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce. This article deals with activities of the Civic Development Department and its Committees and Sections; subsequent treatises will explain the activities, goals and services of the Chamber's many other Departments.)

CIVIC DEVELOPMENT

The work of the Chamber's Civic Development Department is devoted to easing the "growing pains" of the City's physical problems.

Improved transit, adequate parking, additional highways, accelerated traffic flow, public buildings and facilities are needed to maintain San Francisco's economic health. The Staff of the Civic Development Department provides the research and organization for the several Chamber Sections recommending progressive action in these fields.

Another function of the Department is its shoulder-to-shoulder endeavor with city officials to obtain the passage of legislation required to cope with municipal problems.

The Sections, composed of outstanding businessmen and public officials, conduct intensive programs for San Francisco's betterment.

Each year in cooperation with State highway officials and representatives of local government, the STREET, HIGHWAY AND BRIDGE Section studies the state highway needs in San Francisco to determine project recommendations for the State Highway Commission's annual construction budget. Section members volunteer their time and energies interviewing City and County officials, highway experts and private citizens to determine which of the local highway deficiencies and needs should receive priority.

The CAPITAL IMPROVEMENT AND LAND USE Section presently is supporting inclusion on the November ballot of a bond issue for new convention facilities and will work to obtain its passage. This group also is conducting studies and recommendations with regard to Laguna Honda Home and San Francisco Hospital improvements.

The FIRE SAFETY Section has worked for many years toward an improved insurance rating for San Francisco and more recently has worked on adequate fireboat protection.

The MASS TRANSIT Section has recommended legislation to establish a transit administration, and is now working with the Supervisors' Judiciary Committee to obtain enactment. This Section also aided in the passage of Propositions A, B and E on the June ballot, dealing with Municipal Railway.

The TRAFFIC SAFETY AND CONTROL Section with the Traffic Conference seeks improved enforcement, additional signalization and traffic devices for downtown movement.

The PARKING Section is now engaged in preparing extensive recommendations for improved parking facilities in the downtown area—a program which will include methods of financing, operation and location.

Chamber Hails Bay Survey Appropriation But Will Press for Comprehensive Study

The Chamber this week hailed President Eisenhower's signing of a bill appropriating \$50,000 to start a water resource survey of the Bay Area as "a big step in the right direction" but at the same time pledged continued

efforts toward a more comprehensive survey for the benefit of San Francisco and the entire Bay Region.

On the same day that the President signed the bill, the Chamber's Board of Directors approved a resolution submitted by Glen Ireland's Technical Projects Committee as the result of months of study.

The resolution called for an initial outlay of \$250,000 to the Corps of Engineers and construction of a scale model of the Bay Area.

The survey that Ireland's group envisioned would include problems related to water supply, navigation, transportation and flood control. It would continue over a period of years and would be coordinated with the present barrier study of the California Water Projects Authority.

"The Chamber believes," Ireland said, "that these studies would go far toward solving the long-range water supply, navigation and transportation problems of the Bay Region. They would also create a backlog of engineering knowledge covering future engineering projects possibly running into hundreds of millions of dollars.

"We will continue to press for funds, if and when they become necessary, to continue this important survey whose start has now been made possible."



WHILE S.F. BURNED in 1906, an alert photographer caught this shot looking down O'Farrell Street toward Market and the old Call building (background) while Bancroft building (right) billowed smoke. Thousands of early San Francisco photos like this one—many going back to years before the fire—will be exhibited at the de Young Museum in 1956 by Wyland Stanley, collector, under auspices of the San Francisco Chamber. The Chamber's Board last week voted to lead community sponsorship of the exhibition in commemoration of the 50th anniversary of the 1906 fire and the 100th anniversaries of the creation of the City and County government and the San Francisco Vigilante Committee. J. G. Mothral, Chairman of the Chamber's Publicity Committee, made the recommendation.

Chamber Action

Highlights of the Past Two Weeks:

1. Completed study and made recommendations for Bay Area Survey (P. 1)
2. Undertook sponsorship of historical photo exhibition (P. 1)
3. Began "Keep Streets Clean" Campaign (P. 2)
4. Planned hosting of editors (P. 2)
5. Invited Honolulu delegation (P. 2)
6. Intervened in I.C.C. cases (P. 2)
7. Urged Flight Festival cooperation (P. 2)
8. Planned Far East Trade Fair (P. 3)
9. Produced new "Facts" booklet (P. 3)
10. Reiterated Anti-Trust policy (P. 3)
11. Scheduled new "Fleet" activity (P. 4)

Valley Days Invitations Sent to 65 Communities

Invitations to be guests of sponsoring business firms during the Chamber's "Valley Days in San Francisco" trade promotion event August 12 and 13 are being mailed to friends and customers of San Francisco in 65 communities of the Central and Sacramento valleys.

J. Carroll Clark, Chairman of the Chamber's Valley Days Invitation Committee, said that 150 to 165 business and agricultural leaders from the valleys are expected to accept the invitations. The Chamber's annual Valley and Coastal Days programs have proved highly successful in developing trade relationships, he said.

The "Valley Days, 1954" program is in the final stages of planning and details will be announced in the next few weeks, according to Richard W. Goodspeed, Chairman of the Program Committee.

The Finance Committee, headed by Lloyd Graybiel, has urged sponsoring firms to sign up immediately.

Chamber Begins New Campaign to Keep City Streets Clear of Litter

The Chamber has agreed to take the lead in forming a city-wide organization to carry on a continuous campaign to keep San Francisco's streets free of litter, Leonard S. Mosias, Chairman of the Chamber's Street, Highway and Bridge Section, announced this week.

"As in any large city," Mosias said, "there is a serious problem in San Francisco today in the matter of carelessness by the public resulting in our streets and highways, and vacant lots adjacent to them, becoming littered with trash. Such actions lead, of course, to an extremely unsightly situation of which San Franciscans cannot be proud. It also causes a tremendous amount of extra work by the city's Street department, resulting in added expenditures which reflect themselves in taxes."

The Chamber, Mosias explained, plans to appoint a committee to work with the Street and Highway committee of the Board of Supervisors in having a survey made of location of trash containers, and to explore

(Continued on Page 4)



TYPICAL CONDITION
Alemany Blvd. between Mission and Bayshore.

Port of San Francisco Trade for Early '54 Shows Sharp Upswing

Sharp unsavings in world trade through the Golden Gate—ranging from 12 to 41 per cent—in 1954 as compared with the same period last year were revealed in the latest trade statistics released recently by the United States Department of Commerce.

Commenting on the new report, G. L. Fox, Chamber General Manager, in a press release that was given international distribution noted that while the Pacific Coast's exports for the three-month period of January through March totaled almost \$339 million—an eight per cent gain over the same period last year, the San Francisco Custom District shipped over \$122 million in cargoes—a gain of 27.5 per cent.

On the basis of comparing March, 1954 to March, 1953, San Francisco gained 41 per cent, while the Pacific Coast showed only an 11 per cent increase, Fox said.

Fox also called attention to the same significant increase in the volume of local imports. For the three-month period, this Customs District cleared almost \$103 million worth of goods from overseas—an increase of 15.4 per cent over last year, while the Pacific Coast total was over \$229 million—a gain of only 6.7 per cent. Comparing this March with last year, San Francisco was up 12 per cent in imports compared with a 5.2 per cent Coastwide gain.

"We're very pleased to note that our world commerce continues to gain, in real terms and in comparison with the Pacific Coast," Fox said. "These are the facts issued by competent Government sources, and they should remove any doubt that we are making substantial progress in expanding our international trade."

Fox noted also that for the three-month period this year, the San Francisco Customs District shipped 36.1 per cent of all Pacific Coast exports, compared with 28.9 per cent in the same period last year—a relative gain locally of 25 per cent in San Francisco's share of the Coast's export volume.

Islanders Asked to S.F.

George F. Hansen, Chairman of the Chamber's Hawaiian Affairs Section, announced that an invitation will soon be issued to the Honolulu Chamber of Commerce to make a goodwill trade development trip to San Francisco.

"Expansion of trade between San Francisco and the Territory of Hawaii can be materially assisted by arranging organized visits of business executives of both areas," Hansen declared. He pointed to the proposed visit of Hawaiian delegates as a "natural follow-up" to a trade visit made to Hawaii last year by the San Francisco Chamber's Inter-City section.

Johnston Honored Here

San Francisco Chamber Directors joined in honoring Clement D. Johnston, President of the Chamber of Commerce of the United States, at a dinner Thursday (July 8) at the Fairmont Hotel.

Johnston will open the Western Institute for Commercial and Trade Executives to be held at Stanford University July 11-17. The Institute is sponsored by the U. S. Chamber and state associations of California, Oregon, Washington, Idaho, Nevada and Arizona.

Chamber Protecting S.F. Interest in ICC And Air Line Cases

The Chamber's Transportation Department is taking action to protect San Francisco's interests in cases before the Interstate Commerce Commission and the Civil Aeronautics Board, D. J. McGanney, Transportation Committee Chairman, reports.

Walter A. Rohde, Manager of the Chamber's Transportation Department, argued orally before the ICC in Washington, D. C., Thursday that the rail all-freight rates between California, Washington and Oregon are prejudicial to San Francisco and preferential of Los Angeles.

The Chamber's Board of Directors authorized filing of a petition with the CAB for leave to intervene in the Southwest Airways renewal case. Southwest, which serves numerous points in California on routes radiating from San Francisco, is seeking renewal of its operating certificate, which expires September 30.

Urge Retailer Tie-in With Flight Festival

The Chamber's Retail Merchants Association has requested members to participate in the San Francisco International Airport Dedication and Flight Festival celebration August 27, 28 and 29 with window displays, store decorations, publicity and advertising tie-ins, RMA President J. Howard Patrick has announced.

Market street, from Montgomery to Eighth, will be decorated with flags and banners for the celebration, Patrick said, and arrangements have been made for billboards, Municipal bus posters and many other promotional endeavors.

Merchants may obtain display material, ideas, envelope stuffers and other promotional literature from the Flight Festival Committee at the Chamber offices, EXbrook 2-4511, Ext. 85.

The Festival, celebrating the official opening of the new \$14,000,000 Airport Passenger Terminal, is being sponsored by the Chamber, Junior Chamber, and the Public Utilities Commission. It is expected to attract more than 500,000 people.

Agricultural Editors To be Hosted by C of C

The Chamber will host approximately 75 of the leading agricultural editors in the United States at a luncheon Thursday, July 15, in the Concert Room of the Palace Hotel, according to J. W. Mailliard, III, Chairman of the Chamber's Agricultural Committee. The event will take place during the national convention of the American Agricultural Editors Association here, July 15-18.

Following the luncheon, the editors will be guests aboard the Chamber's Great Golden Fleet on a cruise of San Francisco Bay, "Commodore" Dan E. London has announced.

Chamber President Jesse W. Tapp will welcome the group. A feature of the luncheon will be a panel discussion of the National Farm Program by selected agricultural editors. Moderator will be Dr. Raymond G. Bressler, Director of the Giannini Foundation of Agricultural Economics, University of California.

Holland Appointed to A.I.D.C. Committees

Lewis M. Holland, Manager of the Chamber's Industrial Department, has been appointed to two committees of the American Industrial Development Council, a professional organization which has been highly influential in the planned industrial development of metropolitan areas during the past 25 years.

Holland attended the AIDC annual meeting in Washington, D. C., in April in connection with his successful eastern industrial development trip.

He was named to the Publicity Committee and the 1955 Annual Conference Program Committee by AIDC President Al Redman, Director of Industrial Development for the Ohio State Chamber of Commerce.

The AIDC is an organization of professional industrial engineers, Chamber of Commerce industrial managers, industrial realtors and the industrial agents of railroads and Public Utilities Commissions.

C of C Visit to Liggett

More than 30 Chamber officials and civic leaders will be flown to Hunter Liggett Military Reservation Tuesday, July 20, to inspect the training activities of the 91st Infantry Division, USAR. They will be personal guests of Brigadier General C. Lyn Fox, Division Commander, according to J. G. Mothral, Chairman of the Chamber's Armed Forces Section.

The officials will be flown by military aircraft from San Francisco International Airport to Hunter Liggett, between Monterey and San Simeon, where they will witness a division review and combat exercises, Mothral said.

Chamber Plans Far East Trade Tour: First in Over Quarter Century

In a move to strengthen San Francisco's traditional role as "Gateway to the Pacific," the San Francisco Chamber will send a trade mission to the Far East early next year—the first such development tour by the organization in more than twenty-five years, according to James S. Baker, President of the Chamber's World Trade Association.

The trip, to be made in January and February, will include visits to all principal Far East countries and thorough study of trade development possibilities with local officials and business executives.

"Many of our industrial leaders have become aware of the trade potentials in the Pacific and Far East areas," said Baker, "but thus far have been unable to devote sufficient time or on-the-spot study to determine immediate conditions and possibilities. This trip will give them that opportunity, and we feel it will be highly beneficial to San Francisco as a whole."



"DRINK MILK—It's healthful and it's good!" said three leaders of the San Francisco Chamber at a recent Board of Directors meeting at which Dairy Month was saluted. Left to right, above, are Ray B. Wiser, Chairman of the Chamber's Produce Market Site Section; President Jesse W. Tapp and J. W. Mailliard, III, Chairman of the Chamber's Agricultural Committee. The three declared that present problems of the milk industry—over production and decreased consumption—can best be met by educating the public on the nutritional and pleasurable attributes of milk, thereby increasing human consumption.

Navy Further Recognizes S.F. Strategic Location

The Navy has recently recognized San Francisco's strategic location by consolidating under Regional Headquarters here the Navy Inspection Offices for the entire West Coast with supervision of the expenditure of more than \$62,000,000 a month, according to Ben B. Eastman, Chairman of the Chamber's Government Purchasing Subcommittee.

The new command at Treasure Island is a long step forward in reducing costs and increasing efficiency in one of the Navy's most important departments—the supervision, inspection and expediting of virtually everything the Navy buys from civilian contractors in the 11 Western states, Eastman said.

Besides the expenditure of more than \$62,000,000 monthly on the West Coast, there now exists contractual backlogs of \$100,000,000 in San Francisco. In the 12th Naval District alone there are some 500 contractors doing business with the Navy, Eastman said.

New S.F. "Facts" Booklet

"San Francisco—Facts for the Newcomer" is the title of a new 12-page booklet on the City by the Golden Gate just produced by the Chamber chiefly for the benefit of new San Francisco residents.

Written by the Research Department, the booklet presents comprehensive information on San Francisco's situation, climate, population, educational facilities, housing, utilities, government, taxes, transit, living costs, public health, recreational and cultural opportunities, business and industry, government offices, transportation and communications, air and ship lines, world commerce, employment, and unions.

Main purpose of the booklet will be to "reduce time involve in orienting newcomers to San Francisco—including new business and industrial firm executives."

New Member Recalls Old Words About S.F.

"Croakers are among us who have said that San Francisco is on the decline," a speaker declared at the annual banquet of the San Francisco Chamber of Commerce at the Palace Hotel, and a Congressman called for "government aid" to place local ship-builders on a plane with the builders of other nations.

"With all our advantages, we are paying over \$200,000,000 per annum to foreign bottoms to transport our products," Congressman John N. Felton declared. The question arises, what has brought about this state of affairs? Perhaps, let us say, the late... war. Government aid is what we must advocate if we would encourage our own ship-builders, and place them on a plane with the builders of other nations."

The banquet was held May 5, 1957.

The war the Congressman referred to was the Civil War.

The speeches delivered have a familiar ring and many similar ones are still being delivered in San Francisco today.

Capt. William Lawrence Merry, then Chamber President, presided at the banquet at which the late Congressman Felton's remarks on "The Commercial Marine" were received with great applause, according to a report in the May 6, 1957, issue of the SAN FRANCISCO EXAMINER.

Noting that eight-page papers were becoming the rule, Capt. Merry said, "It must be the aim of the Chamber of Commerce to add more pages to San Francisco—pages of honorable progress, increased business, enlarged prosperity for our city and our commonwealth."

Capt. Merry's faith in the future of San Francisco was well founded. For last month—June, 1954—his grandson, Henry Meigs, became a member of the San Francisco Chamber of Commerce.

Meigs is president of the State Mortgage Corporation, 43 Sutter Street. His distinguished grandfather died in 1911 after serving for many years as Minister Plenipotentiary to the five Central American Republics.

Chamber Opposition to Anti-trust Penalties Reiterated by Tapp

The Chamber has reiterated its opposition to increasing the monetary penalty for criminal violations under the Sherman Anti-Trust Act, according to Chamber President Jesse W. Tapp. In a letter to Senator William Langer, chairman of the Senate Interim Committee on the Judiciary which opened public hearings on the proposal July 2, Tapp referred to H.R. 2237, increasing criminal penalties from \$5,000 to \$50,000 per count, which passed the House without opposition on May 5, 1953. He said:

"We continue to feel strongly that this legislation is not a proper or sound approach to the problem.

"Pursuant to the Attorney General's direction, a committee of distinguished lawyers and economists has been appointed to make a thorough study of the entire body of anti-trust law. We understand that this work is now going forward with diligence.

"It seems to us inappropriate that H.R. 2237 should be considered until at least a report of the study of the entire law has been completed."

The Chamber in 1953 had written Langer opposing the bill, pointing to "confusion, ambiguity and recrimination which has attended the interpretation and administration of anti-trust law."

Industrial Expansion Continues Upswing

Financial commitments for industrial development in San Francisco during May were 14 per cent greater than in May, 1953, while the figures for both the Bay Region and Northern California were twice as large as last year, the Chamber's Industrial Department reported this week.

In San Francisco, one new plant and nine expansions, involving capital expenditures of \$258,000 and 40 new jobs, were planned. In the Bay Region, 27 projects totaled \$10,522,741. Industry in the 48 counties of northern California committed a total of \$12,449,541 for 17 new plants and 30 expansions.

The largest project reported was the reopening by Western Pyromet Corp. of the former government magnesium plant at Manteca to produce titanium sponge.

Cumulative totals for May, 1954, are as follows:

San Francisco			
1 New Plant	\$ 10,000	15 Jobs	
9 Expansions	248,000	25 Jobs	
10 Projects	\$ 258,000	40 Jobs	
Bay Region			
6 New Plants	\$ 8,285,000		
21 Expansions	2,237,741		
27 Projects	\$10,522,741		
Northern California			
17 New Plants	\$ 9,980,000		
10 Expansions	2,469,541		
27 Projects	\$12,449,541		

Cumulative totals for January through May, 1954, are as follows:

San Francisco			
5 New Plants	\$ 145,000	40 Jobs	
50 Expansions	424,500	91 Jobs	
55 Projects	\$ 569,500	131 Jobs	
Bay Region			
66 New Plants	\$10,954,000		
154 Expansions	24,597,418		
220 Projects	\$35,551,418		
Northern California			
82 New Plants	\$15,759,000		
171 Expansions	26,446,818		
253 Projects	\$62,185,818		

Hitting the High Spots

With Walt Brown

RALPH KELLY, Commissioner of Customs, Washington, D. C., will be honored at a dinner at 7 p.m. Thurs., July 22, in the Terrace Rm. of the F'mont Hotel. Recently apptd. to his position, Kelly will inspect activities of the S.F. Customs District July 21, 22 and 23 and will meet with local businessmen engaged in world trade . . .



RALPH KELLY

VAN PINNEY, chairman of the coming State Convention of the American Legion in SF, and Ed Bolt of the local American Legion, ask downtown S.F. merchants to fly flogs during the convention, July 23-28. "It would mean a lot," they said . . . SUPERVISOR GENE MCATEER, chairman of the Education,

Parks & Recreation Committee of the Bd. of Supervisors, is greatly impressed with a plan for relocation of the giant relief map of Calif. (now in the Ferry Bldg.) presented last yr. by the SF Chamber; he is working hard on the problem . . . THE S.F. TUBERCULOSIS ASSN. has been established as a summer field training center by the Univ. of Calif. School of Public Health, acc'ding to Corroll Newburgh, chairman of the Tuberculosis Assn. Public Info. Comm. . . W. R. WAHLE, owner and mgr. of Dusswald Products Co., 126 Post St., has announced a new product, the "Diplomat" which produces photocopies in less than one minute at an office desk.

Transit Men Appointed

Chairman Alan K. Browne of the Chamber's Civic Development Committee has appointed a Subcommittee to study Bay Area Rapid Transit matters including a present proposal by Key System to discontinue trains across the San Francisco-Oakland Bay Bridge.

Named to the new study group were: Alger Jacobs, Chairman; Paul Keim, Carl J. Finn and Edward L. Turkington.

Clean Streets Campaign

(Continued from Page 2)

operations of the Street Cleaning department.

Committees will also be formed, he said, to ask the cooperation of auto courts, service stations, drive-ins, manufacturers, retailers, hotels, restaurants and other such businesses.

Efforts will be made, he said, to acquaint school authorities with the program and to urge cooperation of pupils and parents.

Ultimately, the committee will propose legislation by the Board of Supervisors designed to insure a "cleaner San Francisco."

Committee Meetings

ZONING ORDINANCE SUBCOMMITTEE July 9, First Floor, room 100, Chamber, 11:30-12 noon.

Agenda: Final review by the Industrial Sections of new zoning ordinance and recommendation to the board.

SHIRPBUILDING COMMITTEE July 9, Room 200, Chamber, 1:30-2:30 p.m.

Agenda: Discussion of the new building code and legislation.

EIGHTH FESTIVAL PUBLICITY COMMITTEE July 13, First Floor, room 100, Chamber, 11:30-12 noon.

PARKING SECTION July 13, First Floor, room 100, Chamber, 1:30-2:30 p.m.

PARKING SECTION July 13, Room 200, Chamber, 1:30-2:30 p.m.

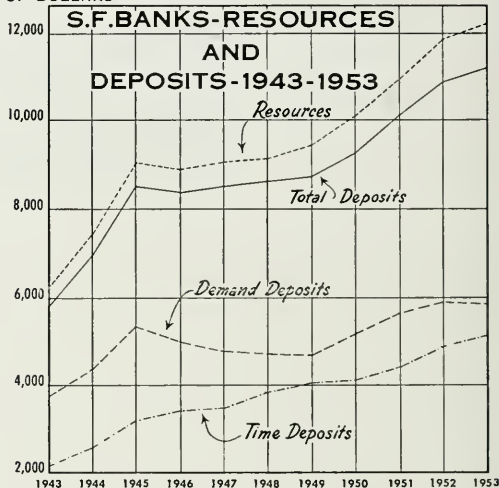
Agenda: Discussion of the new building code and legislation.

STREET, HIGHWAY AND BRIDGE SECTION July 13, First Floor, room 100, Chamber, 11:30-12 noon.

WESTERN FINANCIAL CENTER

San Francisco Chambergraph* - - - - - No. 8

MILLIONS OF DOLLARS



S. F. BANKS DOUBLE RESOURCES IN 10 YEARS

San Francisco, the financial capital of the West, is the nation's second most important financial center. The city's 18 banks, several of which operate branches throughout the state, include the headquarters of the world's largest bank and seven of the nation's largest commercial banks.

These institutions have multiplied their resources 51 times and their deposits 63 times since 1940. In the past 10 years, they have doubled their resources and practically doubled their deposits.

The Federal Reserve Bank of San Francisco is the headquarters of the 12th Federal Reserve District. Member banks in this District, with 8,188 officers and 50,375 employees, did the second largest volume of business in the Federal Reserve System in 1953. The 12th District accounted for 14 per cent of the total assets, 22 per cent of the time deposits, 17 per cent of the taxes on net income, and 15 per cent of the net profits.

*A regular feature . . . Ask the Chamber for Reprints: ENbrook 2-4511, Research Dept., Ext. 13 or 14.

Great Golden Fleet to Take Waves on Cruise

The Chamber's "Great Golden Fleet" will pipe 50 Waves aboard its sleek little yachts July 14 in another demonstration of how a Chamber of Commerce goodwill flotilla can increase the enjoyment of visitors to San Francisco.

Under the command of "Commodore" Dan E. London, the Fleet will take the Waves on

a two-hour cruise of San Francisco Bay. They will be a convention-planning group visiting the city for the purpose of planning a reunion August 14-15 of all former Waves in the United States.

Approximately 10,000 are expected for the event which will be the Waves' Twelfth Anniversary National Reunion.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

Published every other week at 333 Pine St. San Francisco, Zone 4, County of San Francisco, California (telephone ENbrook 2-4511). (Subscription One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Know Your Chamber

— Its Departments and Services

(Editor's note: Following is the third in a series of articles published here to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce. This article deals with activities of the Domestic Trade Department and its Committees and Sections; subsequent articles will explain the activities, goals and services of the Chamber's many other Departments.)

DOMESTIC TRADE

The development of new business for San Francisco distributive firms—the selling of products made in or distributed from San Francisco—is of major importance to the health of this city. San Francisco's manufacturing and wholesale services to other areas increase as local firms and their products and services become better known throughout the trading area. More money flows into the city to be spent on payrolls, on increased production and on service facilities.

Your San Francisco Chamber of Commerce is the major agency that works constantly toward this healthy condition. More and more sales of products and services through San Francisco firms are continually sought by the Domestic Trade Department with its staff, committee and sections.

"I have a tough marketing problem."

"Can you help me find outlets?"

"Give me a list of your metal fabricating plants in San Francisco."

Such requests come in every working day of the year to the Domestic Trade Department. The staff sends personal replies to more than 13,000 inquiries received each year.

The Domestic Trade Department maintains extensive information on the size and condition of San Francisco's markets, availability of commodities, manufacturers seeking additional outlets, up-to-date directories of manufacturers, wholesalers and specialized distributors. The information is available to help local businessmen do a more effective job of selling. In addition, customers are assisted in finding the suppliers that can render them the best possible service.

The direction of these activities is guided by top men in the distributive fields who are members of the DOMESTIC TRADE COMMITTEE. It is concerned with government purchasing activities, market weeks promotion, postal service and market center development.

San Francisco's trade relations are given careful attention by the INTER-CITY SECTION which has charge of the Chamber's many trade development trips to important communities in the western states. The ALASKAN AFFAIRS SECTION and the HAWAIIAN AFFAIRS SECTION concentrate on building greater commercial relationships between this city and the territories.

Creating favorable opinion of San Francisco is the great Golden Fleet, a flotilla of private yachts which hosts visiting dignitaries on tours of San Francisco Bay.

Valley Days Committee Plans Outstanding Two-Day Program for Trade Promotion Event

Industrial tours, luncheons, receptions and a cruise aboard the Great Golden Fleet are in store for guests of "Valley Days in S. F." to be sponsored by the Chamber's Domestic Trade Department August 12 and 13.

Details of the program were announced this week by Richard W. Goodspeed, Chairman of the Program Committee.

Between 150 and 165 business and agricultural leaders in the Central and Sacramento valleys will be guests of the Chamber and sponsoring business organizations during the two-day event.

On Thursday, August 12, following a welcoming gathering in the Colonial Room of the St. Francis Hotel, the delegates will have a choice of the following tours: (1) American Can Co. and San Francisco Brewing Corp.; (2) U. S. Mint and Enterprise Engine and Machinery Co.; (3) Hills Bros. Coffee Inc. and Western Merchandise Mart; (4) Stock Exchange and M. Greenberg's Sons Brass Foundry and Machine Works; and (5) Schmidt Lithograph Co. and U. S. Mint.

An old-fashioned German luncheon will be served at the Burgermeister brewery. Thursday afternoon the guests will attend a Cinerama showing at the Orpheum theater or visit the Bethlehem Pacific Coast Shipyard. The visitors will be entertained at a cocktail party in the Colonial Room of the St. Francis Hotel at 6 p.m.

On Friday, August 13, following a Valley breakfast at the Olympic Country Club in Lakeside, the guests will preview the new Passenger Terminal Building at the S. F. International Airport and tour Treasure Island Naval Station. Luncheon at the Treasure Island Officers Club will be followed by the cruise around the Bay aboard the yachts of the Great Golden Fleet.

Magruder Municipal Conference Delegate Representing Chamber

F. B. Magruder, Southern Pacific Company Tax Commissioner and Vice Chairman of the Chamber's Tax Section, has been appointed a Chamber delegate to the Municipal Conference, it was announced this week by Chamber President Jesse W. Tapp.

Composed of representatives of nine organizations, the Municipal Conference studies tax and other matters affecting the City and County of San Francisco.

Magruder succeeds Philip F. Landis, who resigned when he assumed chairmanship of the new San Francisco Parking and Transit Council. Magruder, who joined the Southern Pacific Company in 1920, is a director of the California Taxpayers Association; past president and presently a director of the San Francisco Chapter, Tax Executives Institute; a member of the Statewide Tax Committee and vice chairman of the Federal Tax Committee of the California State Chamber of Commerce; and a member of the Olympic and Commonwealth Clubs.



F. B. MAGRUDER

Chamber Action

Highlights of the Past Two Weeks:

1. Completed big "Valley Days" program (P. 1)
2. Represented S.F. shippers at P.U.C. Hearing (P. 1)
3. Approved bonds for hospital & Laguna Honda modernization (P. 2) and for new Recreation Center (P. 3)
4. Saw culmination of long campaign for Bay Survey funds (P. 2)
5. Rounded out extensive activity to prevent forest fires (P. 2)
6. Improved Business Tips Bulletin (P. 2)
7. Pressed Tidelands study (P. 3)
8. Made Small Business publication available (P. 3)
9. Surveyed freeway displaced firms situation (P. 2)

Chamber Represented At PUC Rate Hearing

The interests of San Francisco and Chamber members were represented this week at a Public Utilities Commission hearing on a request by the Northern California Truck Owners Association for rate increases, according to D. J. McCanney, chairman of the Chamber's Transportation Committee.

Walter A. Rohde, manager of the Chamber's Transportation Department, participated in the hearing held here on the truckers' request for a 10 per cent interim increase for service between the San Francisco area and Humboldt, Del Norte, Mendocino and Lake counties on shipments ranging up to 10,000 pounds.

"The Chamber is concerned," Rohde said, "because of recurring, piecemeal increases in truck rates in this area, which disturb the relationship with rates from and to other areas of the state."

Laguna Honda and S. F. Hospital Bond Issues Approved by Chamber

San Francisco Chamber Directors have voted approval of proposed bond issues which would allow \$11,300,000 for immediate modernization of both the Laguna Honda Home for the Aged and the San Francisco Hospital.

They turned down, however, a higher figure which would take care of maintenance of the two institutions, claiming that the Board of Supervisors must take the responsibility each year of voting maintenance funds in their annual budget appropriations.

"Conditions at both the Laguna Honda Home and the hospital are deplorable," was the consensus at the Chamber's Board meeting. Dan A. Giles, Chairman of the organization's Capital Improvement and Land Use Section which studied the proposed bond issues and made the recommendation, declared modernization is "urgently necessary."

Five and a half million dollars would go, through one bond issue, to the home for the aged, while \$5,800,000 would be given by a second bond issue to the hospital. These two bond issues were proposed recently with an additional \$4,182,080 for maintenance, to the bond screening committee of the San Francisco Forward Committee, but the committee, like the Chamber, approved the lesser amounts.

The Chamber action resulted from recent appearances before the organization's Capital Improvement and Land Use Section by Chief Administrative Officer Thomas A. Brooks and Richard Brigham of the Forward Committee's bond screening committee.

Corps of Engineers To Start Bay Survey

Glen Ireland, Chairman of the Chamber's Technical Projects Committee, last week handed a report from Washington that the Corps of Engineers would allot \$50,000 for the start of a Bay Area water resource survey as "the final major step toward assuring a definite start on the long-range water supply, navigation, transportation and flood control problems of the Bay region."

President Eisenhower last week signed an appropriation bill making \$50,000 available for an initial survey which will ultimately include the construction of a Bay scale model. Last week Congressman John F. Shelley wired the Chamber that the Corps of Engineers has now "assured me that the full amount of \$50,000 . . . will be allotted from the fiscal 1955 appropriation."

Ireland's Committee composed of qualified Bay Area men had thoroughly studied the proposal and presented a resolution to the Chamber's Board of Directors, which was approved, asking for an initial outlay to begin the survey. "We recognize," Ireland said this week, "that the total cost of the survey is expected to amount to almost three million dollars and that the \$50,000 to be allotted will be a good start at best."

"The Chamber through its appropriate committees and sections will follow progress of the survey very closely, now that it is under way."

'Keep Green' Messages Mailed in Water Bills

The Chamber's "Keep Green" Committee has arranged with the San Francisco Public Utilities Commission to include forest and rangeland fire prevention messages in the 110,000 water bills mailed by the city this month.

William J. Losh, "Keep Green" Committee Chairman, said this is the second year the PUC has cooperated in such manner. In addition, Losh reported that arrangements have been made with the Western States Meat Packers Association to display fire prevention posters on the sides of 1,000 meat trucks operating through the eight western states.

The activities of the Chamber's "Keep Green" Committee, which have brought national recognition to San Francisco, this year include billboards in San Francisco donated by Foster and Kleiser Co., the regular mailing of radio and television spot announcements to more than 100 stations in northern California by the Chamber's Publicity Department, and the cooperation of San Francisco's merchants and businesses.

The campaign is designed to make city residents conscious of their obligation to protect forest and rangeland areas when they are driving through or visiting them, Losh said.

Business Tips Bulletin Is Essential Service

The value of a Chamber service to the membership was demonstrated in a recent survey when 99 per cent of the members receiving the Business Tips Bulletin, published by the Domestic Trade Department, indicated they wish to continue receiving it.

A great majority of the Chamber members requested an additional service—inclusion of the firm name and address for each offer listed. The suggestion has been adopted. The scope of the Bulletin was enlarged recently to reflect the intense interest in the Western market indicated in a recent nation-wide survey of some 1,500 national manufacturers.

Chamber members in the distribution field desiring to receive the Bulletin should call the Chamber's Domestic Trade Department, EXbrook 2-4511, Ext. 56.

'Clean Up' Committee

Three representatives of the Chamber, which recently agreed to take the lead in forming a city-wide organization to carry on a continuous campaign to keep the city free of litter, have been appointed to the Citizens' Committee for "Clean Up—Paint Up—Fix Up Months" in August and September.

Appointed by Mayor Elmer E. Robinson were: Leonard S. Mosias, Chairman of the Chamber's Street, Highway and Bridge Section; G. L. Fox, Chamber General Manager; and Harold V. Starr, Manager of the Chamber's Civic Development Department.

Supervisor James Leo Hailey is General Chairman of the Committee, established by the Board of Supervisors to inspire wholehearted cooperation and vigorous participation in the "Clean Up—Paint Up—Fix Up" drive.

Embarcadero Freeway Is Causing Few Firms To Leave San Francisco

The first phase of San Francisco's proposed Embarcadero Freeway will not cause business or industry to move from the city in any appreciable number, a survey by the Chamber's Industrial Department showed this week.

A canvass of 35 industrial and commercial firms displaced by it revealed that 25 are relocating elsewhere in San Francisco, with only six moving out. Four were undecided. "Firms, generally speaking," said Chamber General Manager G. L. Fox, "are 'sold' enough on the advantages of doing business in and from San Francisco to find solutions to the temporary difficulties involved in being displaced by a freeway."

The first phase of the freeway takes in the complete blocks of Mission to Folsom between Main and Beale, then sweeps in an "S" curve through to Perry Street and Vassar Place.

Armed Forces Projects In Bay Area Authorized

Approximately \$20,000,000 in authorizations for Bay Area projects were included in the \$837,000,000 military construction bill passed by the Senate recently. G. L. Fox, Chamber General Manager, observed this week. The authorization bill must be followed by an appropriation measure before any of the projects can be started.

Projects authorized include:

Army—Benicia Arsenal, \$352,000; Sacramento Signal Depot, \$492,000; Oakland Army Base, \$785,000; Presidio of Monterey, \$330,000; Ft. Ord, \$774,000; Camp Cooke U. S. Disciplinary Barracks, \$923,000.

Navy—Shipyard, Mare Island, Vallejo, \$225,000; Shipyard, San Francisco, \$2,091,000; Air Station, Alameda, \$4,463,000; Auxiliary landing field, Crows Landing, \$89,000; Air Station, Moffett Field, \$1,336,000; Magazine, Port Chicago, \$304,000; Supply Center, Oakland, \$3,051,000; Postgraduate School, Monterey, \$333,000; Ammunition Depot, Fallbrook, \$278,000.

Air Force—Castle AFB, Merced, \$2,050,000 and \$7,531,000; Travis AFB, Fairfield, \$3,081,000 and \$4,741,000; Lescander Consolan Station, \$107,000; Hamilton AFB, San Rafael, \$1,042,000; Mather AFB, Sacramento, \$1,530,000; McClellan AFB, Sacramento, \$3,415,000; Beale AFB, Marysville, \$192,000.

Flight Festival Exhibit Space Getting Scarce

Exhibit space at the San Francisco International Airport Dedication and Flight Festival August 27-28-29 is being rapidly assigned, according to Edgar Allen, Chairman of the Exhibit Committee. Firms interested in obtaining space are urged to immediately contact the Festival Committee at the Chamber, EXbrook 2-4511, Ext. 85.

More than 500,000 people are expected to attend the festival celebrating the official opening of the new \$14,000,000 Airport Passenger Terminal. Exhibit space is available at \$100 per 10x10 foot booth.

The Festival is being sponsored by the Chamber, Junior Chamber and Public Utilities Commission. Clay Bernard, Chairman of the Chamber's Aviation Section, is also chairman of the Executive Committee for the celebration. Jack Diersen of the Junior Chamber is general chairman of the Festival.

Welcome...

New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization.

ARTHUR D. LITTLE, INC.
Industrial consultants 114 Sansome Street
JOHN F. FINA, General Agent
MANHATTAN LIFE INS. CO. OF N. Y.
Life insurance general agency
41 Sutter Street

MAURICE U'GLOW, PRES.
MISSION STREET MERCHANTS ASSN.
Trade group 2517 Mission Street
NIAGARA MESSAGE EQUIPMENT CO.
San Francisco
Mechanical Massage Equipment
105 Geary Street

ORPHEUM THEATRE
CINERAMA THEATRES OF CALIFORNIA, INC.
1192 Market Street

THE RATHSKELLER
Restaurant 600 Turk Street
RE-CROME SALES CO.
Mfrs. auto finish 2166 Market Street
RODONI-BECKER CO. INC.
Plumbing and heating 455 - 10th Street
WILLIAM J. ROUNTREE CO., INC.
General Agents Mitsui S.S. Line
201 Pine Street

SAN FRANCISCO INVESTMENT CO.
Business Opportunities
One Montgomery Street

STAR MOTEL
Motel 1727 Lombard Street
STERO DISHWASHING MACHINE MFG. CO.
Commercial dishwashing & Glasswashing machines
333 - 11th Street

TEMPO-VANE MANUFACTURING CO.
Coffee Roasting Equipment 330 - 1st Street
TINNEMAN BRIDGFORD & RAINEY
Insurance Brokers 333 Montgomery Street
WESTERN TRANSPORTATION CO., INC.
Freight forwarders 635 - 8th Street

WO HOP COMPANY
Mfrs. of bean cake 759 Clay Street
WURSTER BERNARDI AND EMMONS
Architects 402 Jackson Street
BOB ALDERMAN ENTERPRISES, INC.
Public Relations 703 Market Street

ATLANTA TRADING CORP.
OF CALIFORNIA, INC.
Importers and distributors 420 Market Street
ATLAS TRAVEL SERVICE
Travel service 821 Market Street
HARLAND BARTHOLOMEW AND ASSOCIATES
City Planning—Civil Eng.—Landscape Arch.
503 Market Street

MITCHELL BECK COMPANY, INC.
Food brokers 260 California Street
TED BENTLEY PRODUCTIONS
Exposition management
5225 Wilshire Blvd., Los Angeles, Calif.

BUSH ELECTRIC COMPANY
X-ray apparatus 563 Sutter Street
PEDRO D. CAMACHO
Import-export 320 Market Street
CONTINENTAL DISTRIBUTORS
Import-export 1575 Leavenworth Street

COYNE CYLINDER CO.
Chemicals and containers 200 Paul Avenue
DAICHI BUSSEN KAISHA LTD.
Importers-exporters 465 California Street

S. F. Chamber Launches Offensive Against New Scheme of Pension Promoter McLain

The San Francisco Chamber has urged its membership to help defeat the latest plan of George McLain, perennial pension promoter. McLain has qualified an initiative measure for the November 2 general election ballot which would add more than \$70,000,000 a year to California's already high public assistance costs, according to G. L. Fox, Chamber General Manager.

The initiative measure would increase aid to the aged to \$100 a month from the present \$80 monthly payment. "Like McLain schemes of the past, this latest promotion of the one-time Ham-and-Egger threatens the fiscal solvency and pension stability of the state," Fox declared.

"It is another effort on the part of McLain to bolster his sagging pension machine which, though victorious with Proposition No. 4 in 1948, was badly defeated at the polls in 1949 and 1952," Fox said.

McLain's new plan, if approved by the electorate on the November 2, 1954, general election ballot, would become operative on March 1, 1955, and would freeze into the State Constitution a \$100 minimum monthly payment of public assistance to the aged. The legis-

lature would be given authority to increase but not to lower the amount of aid.

The Chamber pointed out that fiscal experts estimate the measure would add more than \$70,000,000 a year to California's public assistance costs which are already the highest in the nation—more than \$225,000,000 a year.

"The San Francisco Chamber has consistently opposed and worked to defeat these recurring McLain threats to the State's financial security," Fox stated. "Let's not let another McLain scheme slip by on a crowded ballot."

BUSINESS MANAGEMENT DATA AVAILABLE

Information on small business management published by the United States Department of Commerce may be examined at the Chamber's Domestic Trade Department as a part of the service offered by the Chamber in its capacity as a Cooperative Office of the Department of Commerce.

Publications available include: "Improving Materials Handling in Small Plants," "Public Accounting Services for Small Manufacturers," "Cutting Office Costs in Small Plants," "Better Communications in Small Business," "Making Your Sales Figures Talk," "Cost Accounting for Small Manufacturers," "Design Is Your Business," and "Sales Training for the Small Manufacturer."

Information on obtaining copies may be had by contacting the Chamber's Domestic Trade Department, EXbrnok 2-4511, Ext. 76.

Tidelands Subcommittee Inspects Crocker Land

The Chamber's Tidelands Subcommittee is making progress in developing "real cost figures" on filling operations, Chairman John J. Gould announced following a Subcommittee field inspection of the Crocker Estate and proposed tideland fill areas last week.

Before visiting the property, located between Visitation and Guadalupe valleys, the group inspected a model of the long range plan for the development at the Crocker Estate Co. office, 660 Market Street.

Subcommittee members making the field trip included Gould, B. C. Allin, N. M. Floyd, C. N. Gustafson, Fred J. Mahr, Harry Thiemman, W. A. Magee, A. E. Schwabacher, Jr., and F. B. Stratton.

Gene Sullivan to Join Bank of America Staff

Eugene J. Sullivan, Secretary-Manager of the San Francisco Junior Chamber of Commerce, shortly will join the staff of the Bank of America to engage in public relations activities.



EUGENE J. SULLIVAN

Sullivan has been with the Junior Chamber since October, 1951, and is a member of that organization's Key Man Society.

A native San Franciscan, Sullivan graduated from the University of San Francisco in 1942 and has since been active in the public relations field, being a member of the San Francisco Public Relations Round Table.

Sullivan's successor as Secretary-Manager of the Junior Chamber has not as yet been named.

Recreation Center Bond Issue Gets Endorsement

The Board of Directors of the San Francisco Chamber has endorsed the proposed \$5,000,000 bond issue for a recreation center with the provisions that a major league franchise be obtained and the center be constructed within five years.

(Location of the project was not discussed by the Chamber, it being the Directors' opinion that the bond should first be voted as an "enabling act" and details worked out later.)

A resolution of "public interest and necessity" asking for the bond issue is now before the board of supervisors of the City and County.

Dan A. Giles, Chairman of the Chamber's Capital Improvement and Land Use Section, said the center would be used for baseball, football, dramatic productions and "any other lawful use which the center is capable of accommodating."

It is feasible that the project could be coordinated with other recently discussed plans for development of the south of Market area, such as Ben Swig's recent proposal, he observed.

The Chamber will support the bond issue if it is placed on the November 2 ballot by the Board of Supervisors, Giles said, since the estimated cost of the recreation center is and will be too great to be paid out of ordinary income and revenue.

Hitting the High Spots

With Walt Brown

FOREIGN GOVT REPRESENTATIVES in SF: the Chamber's semi-annual list, prepared by the World Trade Dep't, is now available. Foreign air mail postal rates are on the reverse side of the list. Chamber members may obtain copies by calling EX. 2-4511, Ext. 70 or 80. (In INTERNATIONAL BULLETIN'S recent listing, a typographical error occurred in the spelling of the Italian Commercial Consul's name. It is, correct, Plinia Mazzarini) . . .

SF'S 1955 PRINTING WEEK, slated for January, is off to a good start already—on the planning board. Some dozen industry spokesmen and leaders of the celebration had two meetings and committee chairmen were expected to be announced this week . . .

J. W. MAILLIARD, III, former Chamber Pres. and now Chairman of the Agri. Comm., is one of six prominent local business men now serving on the bd. of directors of the Bay Area Educational Television KQED, Channel 9 . . .

WILLIAM R. LEW. LETT, pres. of Hewlett-Packard of Palo Alto and a SF Chamber member, will be the featured speaker Aug. 27 at the southland's Ambassador Hotel for the 1954 Western Electronic Show and Convention . . .

REA ASSOCIATES, whose editorial offices are at 274 Brannan St., announces two new publications: **WESTERN PLASTICS**—to cover news and developments in the plastic industry in the 11 Western States and Texas, and **TOYS AND HOBBIES**—to cover the toy and hobby store trade in the 11 Western States, Texas, Alaska and Hawaii . . .

KEAR, the Bay Area's "good music" station which recently purchased power to 10,000 watts, now has regular listeners in Alaska, ac'd'ing to Stephen A. Cisler, president. The station studio and offices are now located at Number 1 Nob Hill Circle in the Hotel Mark Hopkins. More than 10,000 listeners from Southern California to Alaska now purchase the station's monthly program guide . . .

THE LAMP-LIGHTERS (SF Civic Theater, non-profit) announces its newest production, Gilbert & Sullivan's "The Gondoliers" will open Fri., Aug. 6 at Theater Arts Colony, 1725 Wash. St. . . .

INTERSTATE ACCOUNTING & STATISTICAL SERVICES, has been formed to fill the need for preparation of records for the insurance industry from IBM punched cards, according to H. Arthur Will, President, Interstate, with offices at 875 Sansome street, also has a consulting service to solve specific insurance accounting problems . . .

LOUIS OZOR, president of Tempovane Manufacturing Co., 330 First street reports that 95 per cent of the automatic coffee roasting in the U.S. today is done with the Tempovane two stage "inertment" . . .

PATRICIA STEVENS finishing school for maid and career girl has been established in San Francisco at 533 Post street and James N. Jackson, the owner and manager is a new Chamber member.

Committee Meetings

CONVENTION FACILITIES July 23, Room 101, Chamber

Agenda: 8:00 a.m. Registration; 9:00 a.m. Breakfast; 10:00 a.m. Convention; 12:00 p.m. Lunch; 1:00 p.m. Convention; 4:00 p.m. Convention; 6:00 p.m. Dinner; 7:00 p.m. Entertainment.

FLIGHT FESTIVAL COMMITTEE July 23, 1:00 p.m., 101

FLIGHT FESTIVAL COMMITTEE August 6, 1:00 p.m., 101

PARKING FACILITIES EXPANDED

San Francisco Progressogram* - - - - - No. 9



S. F. NOW HAS TWO UNDERGROUND GARAGES

With the opening of St. Mary's Square Garage (above) in May, 1954, San Francisco became the first city in the nation to have two extensive underground parking facilities in operation. World-famed Union Square Garage, the first in the country, was completed in 1942.

The six-level St. Mary's Square Garage, built at a cost of \$2,100,000, has a capacity of 1,025 automobiles at one time. Opening of the garage culminated four years of planning by the San Francisco Chamber of Commerce, the San Francisco Parking Authority and city officials.

Located near the heart of San Francisco's financial district, St. Mary's Square Garage is the first major unit in the Parking Authority's off-street parking program which contemplates the extension of new off-street parking facilities throughout the metropolitan area of San Francisco.

Built under a public park, which has been carefully restored on top of the garage, the construction was privately financed through the efforts of S. E. Onorato, vice president and general manager of the corporation which has a 33-year lease on the building.

*A regular feature . . . Ask the Chamber for Reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Multi-Million Dollar Purchase List Available

The list of equipment and materials on which the Bechtel Corporation, 220 Bush Street, is currently soliciting bids as the prime contractor for a Thermal Power Development in Korea is now available from the Chamber's World Trade Department.

The Foreign Operations Administration recently announced the issuance of procure-

ment authorizations totaling \$30 million to the Government of the Republic of Korea for commodities and services required in connection with the Thermal Power Development in Masan (or Ulsan), Seoul and Samchok.

The list may be obtained by calling EXbrook 2-4511, Ext. 88.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Rolph S. Cless, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Know Your Chamber

— Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

RETAIL MERCHANTS ASSOCIATION

Any individual, firm or corporation engaged in the retail distribution of merchandise in San Francisco who is a member in good standing of the Chamber of Commerce is automatically a member of this organization's Retail Merchants Association (RMA).

The Association exists for the purpose of increasing mutual understanding and promoting objectives common to all retailers and to the consumers of retail merchandise. Its program is to advance the retail industry.

RMA's civic purpose is to initiate legislation advancing the interests of retail merchants and the buying public, to oppose legislation detrimental to the interests of the retailer and the consumer, to cooperate in projects for community betterment, and to provide representation of retailers in civic and state affairs.

Its general purpose is to encourage and aid, in every possible way, retail educational and training work carried on in the San Francisco Public schools; to promote friendly intercourse between merchants engaged in retail trade for the purpose of mutual help, good will, and the development of high ideals respecting the conduct of business and the improvement of conditions affecting employees; and to carry on a continual program of maintaining the high standard and business ethics of retailing.

Each retail trade association appoints one representative who is subject to election as a member of the RMA Board at the annual meeting. A meeting is held by the Board on the third Monday of each month. At these gatherings vital matters affecting retailers are discussed. Officers of the Board consist of the president, first and second vice presidents, and the managing director of the Association. The managing director is a member of the Chamber of Commerce staff and also heads the Civic Development Department of the Chamber. He finds many civic problems that affect the retailer, such as parking, mass transit, traffic, one-way street pattern proposals, convention facilities, land use, city ordinances, etc.

RMA members are bulletinized on all timely matters. The subjects covered are varied, such as store hours, night openings, school opening and closing dates, promotional themes, civic drives, legislative matters, as well as general information pertinent to the trade; annual and monthly calendar of event providing information on the local, state and national level. The Retail Merchants Classified list, and the District Merchants lists are available.

Retail sales courses are held at stated times, in cooperation with the Distributive Education Coordinator of the S. F. Unified School District. The courses are widely publicized, well attended and enthusiastically received by retail sales personnel.

John Watson Elected To Serve Unexpired Term of Jesse Tapp; Holbrook Elevated

John B. Watson, President of the Goodyear Rubber Company, has been elected to serve the unexpired term of Jesse W. Tapp as President of the San Francisco Chamber of Commerce. He took office last Thursday.

Mr. Watson, who for two years has been a Director of the Chamber and until last week was a Vice President, fills the vacancy left by Mr. Tapp's elevation to vice chairmanship of the board of directors at the Bank of America at its Los Angeles offices.

Tribute To Outgoing President

A tribute was paid to Mr. Tapp for his outstanding service as President of the Chamber. Charles Hobbs, representing the Executive Committee, accepted

his resignation "with keen regret." He lauded Mr. Tapp for his "effective, considerate leadership" and expressed the Board's regret at losing an "outstanding citizen, a fine leader, and a friend."



President Watson

Holbrook Elevated

Elected to take Watson's place as Chamber Vice President was James E. Holbrook, Vice President of Pabco Products, Inc. Both Watson and Holbrook have been active in Chamber Committee work. Watson having headed this year's Manufacturers Committee and Holbrook, the Domestic Trade Committee.

New President's Background

The new Chamber President has been with the local specialized mechanical rubber goods company since 1928. Mr. Watson's firm (which has no connection with the Goodyear Tire and Rubber Company) has been in business in San Francisco since 1865. Active for many years in civic affairs, Watson previously attended Stanford University. He served four years

with the Navy during World War II, emerging with the rank of Commander. He joined the Chamber's Board in January, 1952.



Vice Pres. Holbrook

Holbrook, a University of California graduate, is past president of the San Francisco Sales Executives Club, San Francisco Rotary Club and Los Angeles Sales Executives Club. He is a director of the San Francisco Bay Area

Council and a member of the Advisory Council, School of Business Administration, University of California.

"Valley Days" All Set To Go: Big Guest List

Enthusiastic response, from business and agricultural leaders in the Central and Sacramento valleys, to the Chamber's "Valley Days in San Francisco" invitations was reported this week by Lloyd Mazzera, Chairman of the annual trade promotion event scheduled for August 12 and 13.

Typical of scores of comments received recently is President John H. Brooks' of the Red Bluff Chamber: "We are certainly looking forward to this fine event! We're sending a large delegation."

A total of more than 150 guests are expected at the two-day event sponsored by the Chamber's Inter-City Section and San Francisco host companies.

The program will include tours of San Francisco business and industrial establishments, luncheons, receptions and a cruise of the Bay aboard the "Great Golden Fleet." Every effort will be made to acquaint the valley leaders with the wide variety of goods and services available in San Francisco, Mazzera said.



Chairman Mazzera

President Syngman Rhee To be Guest of Chamber

President Syngman Rhee of Korea, in a visit to San Francisco following conferences with President Eisenhower in Washington, D.C., will be the honored guest at a civic luncheon tomorrow at the Palace Hotel.

The San Francisco Chamber is sponsoring the event in cooperation with the Commonwealth Club and the American-Korean Foundation.

Ladies are invited to the luncheon, which will begin at 1:00 p.m. Tickets are available at the sponsoring organizations at \$3.75 each.

General Business Activity

Report By The Research Department

June, 1954

TREND

San Francisco's general business trend reached a new high for June and several fields of activity in San Francisco and the Bay Area during the first half of 1954 surpassed the similar period last year.

BRIGHT SPOTS

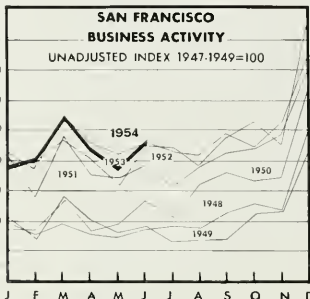
Residential authorizations in San Francisco and the Nine-county Bay Area for June and the first six months continued to lead comparable periods last year. June financial transactions represented by bank debits in San Francisco were above last year. Employment gains in June compared to June a year ago were reported in the construction; financial, insurance and real estate; service; and agricultural groups; and the six months activity was also above last year in the finance, service and agricultural groups. San Francisco airport traffic exceeded last year's level; Port of San Francisco revenue tonnage in June topped last June; intercoastal and foreign revenue tonnage for the first six months period exceeded last year. Sales of electricity and water in San Francisco during June and the first six months were over and above corresponding periods last year. June livestock slaughtered in the Bay Area was above last June. Vehicle crossings over the Bay Bridge and the Golden Gate Bridge in June were above June last year and truck movements over these bridges made big gains during June and the six-month period. Tourist and settler inquiries received by the San Francisco Chamber of Commerce during June and the first six months were at new highs.

EMPLOYMENT

June total employment in the six-county metropolitan area estimated at 1,000,600 was practically identical with the May level but 1.6% below last June. Four industry groups exceeded last June including construction, up 3.4%, finance, 3.8%, service, 2.0%, and agriculture, 3.8%. Industry groups reporting decreased employment in June compared to a year ago included manufacturing, off 7.1%, transportation, communication and utilities, 5.7%, government, 4.7% and retail trade, 1.4%. June unemployment in the metropolitan area averaged 52,700 persons or 5.0% of the total labor force compared to 34,000 persons and 3.2% of the labor force a year ago. A seasonal rise in employment in this area during the next several months is anticipated by the California State Department of Employment.

CONSTRUCTION

Dwelling units authorized for construction in June in the nine-county area reported by the U.S. Department of Labor amounted to 3,688, an increase of 39% over last June; the six months total of 18,242 was up 10.8%. In San Francisco the value of construction authorized in June soared to \$7,100,107. Of this, new residential accounted for \$4,572,820 and was nearly four and one-half times that of June last year, providing for 547 dwelling units of which 119 were single-family and 106 in multi-family units. The six months total permit value in San Francisco of \$25,283,008 was 4.1% above a year ago. During June, 1,328 real estate deeds were recorded and 1,519 mortgages and deeds of trust were reported.



RETAIL TRADE

Department store sales in San Francisco during June were 5% below last June and the first six months sales were down 3% compared to 6% and 5% in California and 5% and 6% respectively for the Twelfth District.

Sales for the four weeks ending July 24th in San Francisco were up 1% compared to no gain in the District as a whole.

TRANSPORTATION

At the end of the first six months truck movements in the San Francisco Bay Area were up 1.3%, but freight car movements were off 10.8%, express shipments 17%, and Port of San Francisco total revenue tonnage 3.3%, however, the intercoastal revenue tonnage was up 15.6% and the foreign revenue tonnage 2.2%, the latter accounting for nearly half of the total revenue tonnage of the Port. There were 2,377 ship arrivals during the first six months or 6.3% fewer than during the corresponding period last year. Out-of-state passenger cars entering Northern California gateways totaled 339,981 during the first six months and were 2.3% below last year. San Francisco Airport traffic final reports for the first six months were not available but estimated definitely above the corresponding period last year.

UTILITIES

Electrical energy sales in San Francisco during the first six months were 1.6% ahead of the similar period last year and residential water consumption was up 1.1%; commercial and industrial water consumption was practically identical to a year ago.

JUNE BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	JUNE 1954	% from 1953	6 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS	127.0	0.1	123.7	-1.1
Total Number	796	12.6	4,248	-1.3
Value	7,100,107	134.6	25,283,008	4.1
Residential, New	4,572,820	346.0	10,917,550	39.7
Dwelling Units	547	448.0	1,163	42.2
Single-Family Units, New	119	75.0	337	22.9
Non-Residential, New	1,571,250	223.4	8,452,351	16.1
Adds., Alterations and Repairs	936,077	-36.9	6,013,102	-7.3
REAL ESTATE—Deeds Recorded	1,328	-11.1	8,461	-10.3
Index	106	-4.5	102	-2.9
*RETAIL DEPARTMENT STORE SALES				
FINANCE—Bank Debits	3,257,078	0.6	18,341,121	-0.5
Postal Receipts	2,148,310	0.4	16,021,740	2.4
S. F. Stock Exchange	1,081,620	22.8	6,914,808	27.7
Shares Traded	21,958,173	43.1	137,607,701	28.0
Market Value \$	14	75.0	91	19.7
*COMMERCIAL FAILURES				
INDUSTRY TREND—6 Bay Area Counties Total Employed	1,000,600 p1	-1.6	997,930 p1	2.2
Manufacturing—Average Weekly Earnings... (Dollars)	83,180 p1	3.4		
Manufacturing... (Employment)	201,700 p1	-7.1	203,680 p1	1.4
Construction, Contract	76,200 p1	3.4	63,100 p1	-6.6
Finance, Ins., Real Estate	63,300 p1	0.8	64,850 p1	0.6
Retail Trade	168,600 p1	-1.4	169,030 p1	1.0
Wholesale Trade	71,200 p1	0.4	71,130 p1	0.6
Service	70,100 p1	2.0	70,780 p1	0.9
Trans., Comm. & Utilities	109,900 p1	-5.7	110,250 p1	-4.4
Agriculture	21,900 p1	4.8	19,560 p1	2.4
Govt., Fed., State, City	85,700 p1	4.7	86,270 p1	0.6
Other	2,100 p1	0.0	2,120 p1	2.3
TRANSPORTATION PRT. CAR MOVEMENTS				
S. F. Airport—Planes In and Out	11,517	-2.9	8,103	10.8
Passengers Off and On	115,300	11.3	50,982	10.0
Number	181,059 p1	1.0	78,116 p1	47.0
Air Mail Loaded & Unloaded	1,373,700 p1	-7.7	11,733,170 p1	0.2
Air Express Loaded & Unloaded	112,154 p1	11.6	1,100,000	18.6
Air Freight Loaded & Unloaded	3,575,914 p1	11.5	15,886,351 p1	5.1
R. R. Express Shipments	88,781	14.5	533,097	17.0
Truck Movements—S. F. Area	149,000	1.1	148,100	1.0
Out-of-State passenger car entries into N.C.	90,655	0.4	139,983	1.1
PORT OF SAN FRANCISCO—Revenue Tons				
Coastwise	511,473	14.8	2,714,077	-3.4
Intercoastal	10,953	40.6	63,554	-7.7
Foreign	4,233	17.4	24,900	15.6
Revenue Tons	7,749	18.5	1,888,601	2.2
CARGO VESSELS (S. F. Bay)—Arrivals				
Millions of Registered Tons	400	2.7	4,377	-4.3
Value	887,555	-0.7	1,210,585	-5.0
UTILITIES—Ind and Comm. Gas Sales				
Elec. Energy Sales—k.w. hours	813,200	0.7	8,145,246	0.1
Index	100	1.1	104.1	1.0
Water Consumption—Comm. and Ind.	10,162,000	1.1	99,400,000	0.1
NEW DEVELOPMENTS—Tourist and Settler				
Bay Bridge Vehicle Crossings	1,458	11.1	8,966	8.0
Golden Gate Bridge Vehicle Crossings	1,165	1.1	15,189,816	-0.1
Number	1,165	1.1	8,761,353	-0.1
LIVESTOCK SLAUGHTER (Ins. Dist.)				
Number	1,000	1.4	1,000,000	1.4
*S. F. LIVING COSTS—All Items				
Index	8	0.5	10	0.7
*REAL FOOD				
Index	15.5	0.4	16.1	0.4

*New Sales—C. C. & A. Co. (1954) p1; (1953) p1; (1952) p1; (1951) p1; (1950) p1; (1949) p1; (1948) p1; (1947) p1; (1946) p1; (1945) p1; (1944) p1; (1943) p1; (1942) p1; (1941) p1; (1940) p1; (1939) p1; (1938) p1; (1937) p1; (1936) p1; (1935) p1; (1934) p1; (1933) p1; (1932) p1; (1931) p1; (1930) p1; (1929) p1; (1928) p1; (1927) p1; (1926) p1; (1925) p1; (1924) p1; (1923) p1; (1922) p1; (1921) p1; (1920) p1; (1919) p1; (1918) p1; (1917) p1; (1916) p1; (1915) p1; (1914) p1; (1913) p1; (1912) p1; (1911) p1; (1910) p1; (1909) p1; (1908) p1; (1907) p1; (1906) p1; (1905) p1; (1904) p1; (1903) p1; (1902) p1; (1901) p1; (1900) p1; (1899) p1; (1898) p1; (1897) p1; (1896) p1; (1895) p1; (1894) p1; (1893) p1; (1892) p1; (1891) p1; (1890) p1; (1889) p1; (1888) p1; (1887) p1; (1886) p1; (1885) p1; (1884) p1; (1883) p1; (1882) p1; (1881) p1; (1880) p1; (1879) p1; (1878) p1; (1877) p1; (1876) p1; (1875) p1; (1874) p1; (1873) p1; (1872) p1; (1871) p1; (1870) p1; (1869) p1; (1868) p1; (1867) p1; (1866) p1; (1865) p1; (1864) p1; 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Resolution: In Memoriam

NOW BE IT RESOLVED by the Board of Directors of the San Francisco Chamber of Commerce in its regular meeting assembled, this 22d day of July, 1954

THAT this meeting now adjourn out of respect to the memory of our ex-President, John Ward Mailliard, Jr., who died Sunday, July eleventh, to the great sorrow of his many friends, closing a career of outstanding usefulness, and

THAT we respectfully tender our deep and sincere sympathy to his beloved wife, Kate Peterson Mailliard, and to his three distinguished sons, John Ward Mailliard III, William Somers Mailliard, and James Mailliard in these sad hours of their and our bereavement, and

THAT we hereby make it a matter of record:

THAT John Ward Mailliard, Jr. for seven consecutive years, commencing in 1929, ably and devotedly served our Chamber of Commerce as one of its Directors, and for the last two years of that period as our President, and in those capacities his services were always noteworthy, unselfish, determined, and marked by his keen and thoughtful intelligence,

THAT over the years, before and after his two-year term as our President he served on many of our important committees, giving generously of his time and with his usual devotion to duty,

THAT he shared with others the inspiration which led to the organization of the San Francisco Junior Chamber of Commerce, now such an active and useful agency in our civic life, and in whose activities and ambitions he took an appreciative and understanding interest,

THAT he served his City well and ably as head of our Park Commission in 1936 and 1937, and as President of our Police Commission from 1943 to 1946,

THAT he also served his State in the important post of President of our State Harbor Commission with calm and balanced judgment,

THAT he served his Country in the time of the First World War in the Field Artillery in the armed services of the Nation, and did so with credit to himself,

THAT he was twice the President of our Community Chest, to whose affairs, while so serving, he gave cheerfully and energetically many hours of his time,

THAT he served carefully, thoughtfully, and usefully as an active member of the Executive Committee of the San Francisco Bay Exposition, the corporation which financed and staged our Golden Gate International Exposition in 1939 and 1940, whose lasting monuments are Treasure Island and a permanent fresh water supply system on that and Yerba Buena Islands,

THAT his tireless persistence, and his good common sense have played a real part in the solution of some of the serious problems which arose in connection with the development of our Agricultural District One A, now the successful operator of our Cow Palace, and in the acquisition in our Golden Gate Park of The Alex. F. Morrison Planetarium, and

NOW that God has touched him with his finger and he sleeps, John Ward Mailliard, Jr. has left us, our City, our State, and our Nation, and to those who shall follow us:

Rich memories of his high purpose, courageous heart, noble sympathies, strong loyalties, and valiant leadership, which can never fade.

Chamber Adopts New Plan for Building Up S.F., Coastal Ship Work

Declaring that shipyard organizations and skilled personnel are being lost and dissipated, the Chamber's Board of Directors has adopted a broad program for maintaining Pacific Coast private shipbuilding facilities and merchant marine at levels necessary to meet current needs and national defense requirements.

Three policies, recommended by the Chamber's Shipbuilding Committee headed by W. P. Fuller, III, and adopted by the Board are: (1) that the Chamber advocate hearings at San Francisco and elsewhere on the Pacific Coast by the House Committee on Merchant Marine and Fisheries to determine the condition of the Pacific Coast private shipbuilding industry; (2) a nine-point program for development and maintenance of an adequate merchant marine; and (3) support of an eight-point merchant marine legislative program.

The Chamber is seeking the cooperation of other Pacific Coast Chambers in obtaining House Committee study to determine the level at which Pacific Coast yards should be maintained.

The Merchant Marine policies include support of the Department of Commerce recommendation that 60 ships suitable for commercial operation be constructed each year, support of the President's request of \$81,600,000 for construction of new ships and experimental work on laid-up ships, and urging the administration to provide additional funds for ship construction on the West Coast.

Other points include a plan to sell existing government mortgages to provide ship construction funds, creation of a revolving fund for the Maritime Commission, a more liberal rate of write-off for shipping companies, and clarification of Maritime Board authority to determine amount of construction differential.

Laurence C. Bergquist Joins World Trade Dept.

Laurence C. Bergquist, former overseas marketing, administration and management executive for the Standard-Vacuum Oil Company, has joined the Chamber's staff as Assistant Manager of the World Trade Department.

Bergquist replaces Robert H. Langner, who resigned after six years with the Chamber to accept a position with the foreign department of Wells Fargo Bank and Union Trust Company.

"Mr. Bergquist brings to the Chamber of Commerce a wealth of international experience that will be of great assistance in furthering our objectives in the promotion of world trade," said Chamber General Manager G. L. Fox.

"At the same time, we regret losing Bob Langner and wish him the very best in his new work," Fox said.

Bergquist last year retired from the oil firm after 25 years of foreign service primarily in the Far East and Southeast Asia. He was educated in industrial engineering at the University of North Dakota and received a masters degree in political science from Columbia University. His World War II record included Navy service as Lt. Commander, duty as senior military government officer for the Marshalls-Gilberts area, and receipt of the Legion of Merit award.

Bay Region Industrial Expansion Still Active

Industrial expansion commitments in San Francisco and the Bay Region for the month of June totaled \$3,861,037 in capital investment, it was reported today by the Chamber's Industrial Department.

San Francisco alone had six projects committing \$115,000 and providing for 19 new jobs.

Nine new plants and 35 expansions make up the near-four-million-dollar Bay Region total, the report showed.

Northern California total capital investment reported for June is \$4,118,037 comprising ten new plants and 44 expansions.

Here are the totals:

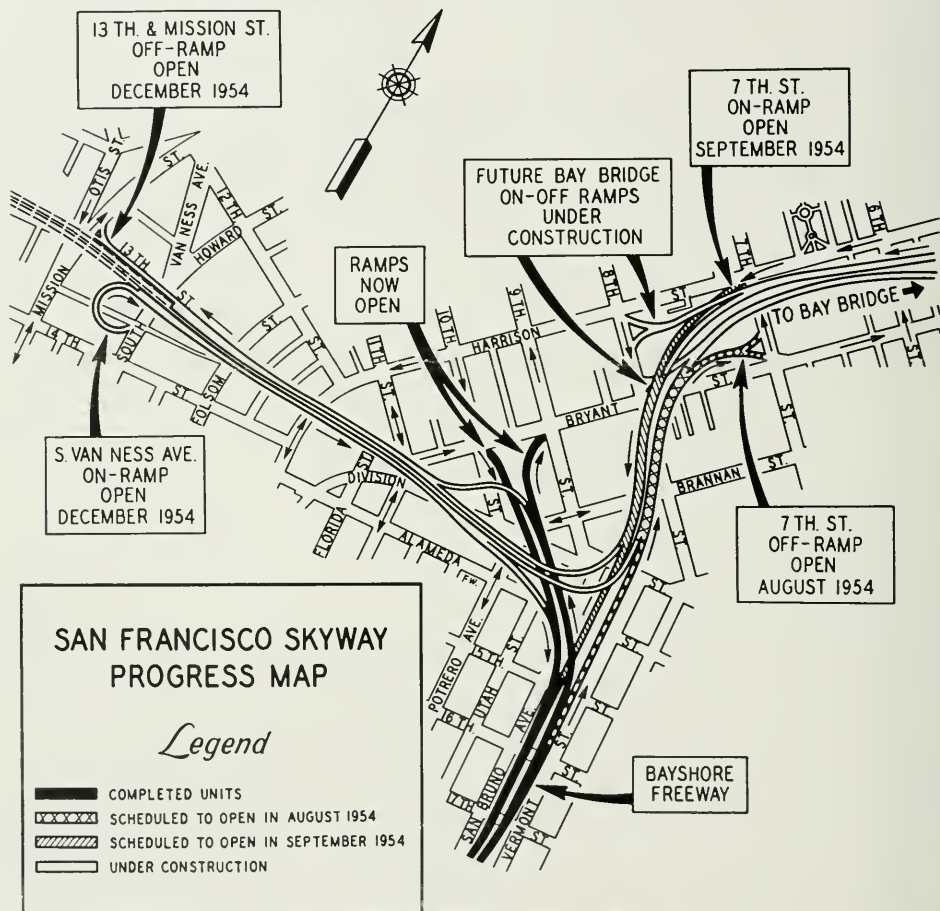
JUNE, 1954			
San Francisco			
1 New Plant	\$ 40,000	10 Jobs	
5 Expansions	75,000	9 Jobs	
			19 Jobs
6 Projects	\$ 115,000		
Bay Region			
9 New Plants	\$ 1,471,900		
35 Expansions	2,389,137		
44 Projects	\$ 3,861,037		
Northern California			
10 New Plants	\$ 1,476,900		
44 Expansions	2,641,137		
54 Projects	\$ 4,118,037		
JANUARY-JUNE, 1954			
San Francisco			
8 New Plants	\$ 183,000	50 Jobs	
35 Expansions	7,499,500	100 Jobs	
			150 Jobs
43 Projects	\$ 7,682,500		
Bay Region			
69 New Plants	\$32,405,900		
189 Expansions	26,986,555		
258 Projects	\$59,392,455		
Northern California			
92 New Plants	\$17,215,900		
217 Expansions	29,087,955		
309 Projects	\$66,303,855		

Hitting the High Spots

With Walt Brown

F. B. MAGRUDER, vice chairman of the Chamber's Tax Section, and a Chamber delegate to the National Conference, was a guest on Wednesday night's KRON-TV show, "Take a Stand." Magruder, who shared the video camera with Bert Levit, post president of the S.F. Bd. of Education and Arthur Steward, pres. of the S.F. Federation of Teachers, spoke on "Can the School Budget be Cut?" . . . HOLIDAY MAGAZINE, August issue, has a beautiful (full color photographs) and comprehensive (more than 13 columns) treatise on San Francisco's Chinatown. Sidney H. Small, the author, takes you "behind the paper lanterns and shows you a wondrous city as tourists rarely see it—its traditions, festivals and its intimate family life." He does on a outstanding job . . . THE GOLDEN GATE TRAVELERS ASSN. announces plans have been completed for its Women's and Children's Apparel Market showing at the Mark Hopkins, August 29-30-31. Sept. 1 . . . LITTLE SWEDEN, popular SF eatery operated by Inga Lindholm (new Chamber member) received a nice write-up in a recent issue of PACIFIC COAST REVIEW. A fine tribute to one of S.F.'s many establishments which make it world-renowned to gourmets . . . REAR ADMIRAL JOHN P. WHITNEY, U.S. Navy, last week received Rear Admiral George R. Henderson as Commander of Navy Air Bases, 12th Naval District, according to Rear Admiral John R. Redman, District Commander . . . SAN FRANCISCO'S RIGHT UP THERE when it comes to average workers' income according to a recent survey by U.S. NEWS & WORLD REPORT. SF is shown third from the top in a group of 20 major cities of the nation. Washington, D.C. was highest with an average income of \$4,354. Detroit next with \$4,296. SF shows \$3,977.

S. F. SKYWAY PROGRESS SPEEDS UP TRAFFIC FLOW



(Skyway map courtesy of California State Division of Highway Development)

Travelers get a breathtaking view of San Francisco's world famous skyline as they sweep into the city on modern "Skyways"—elevated freeways that will eventually circle the entire downtown section.

Important progress is being made in the Skyway program. The Seventh Street off-ramp, scheduled to open this month, will speed distribution of traffic into the one-way street pattern. The Seventh Street

on-ramp will be opened in September. Now under construction, the 13th Street lateral will open at the end of the year, and the Bay Bridge-Bayshore Freeway link will be completed next summer.

Committee Meetings

FLIGHT FESTIVAL—August 9, First floor conf. room, Chamber, 10:00-12 noon

CONVENTION FACILITIES—August 9, Room 200, Chamber, 10:00-12 noon
Agenda: Discussion of bond issues

FLIGHT FESTIVAL—August 16, First floor conf. room, Chamber, 10:00-12 noon

CONVENTION FACILITIES—August 16, Room 200, Chamber, 10:00-12 noon
Agenda: Discussion of bond issues

KILL S.F. STREETS CLEAN—August 18, Room 200, Chamber, 10:00-12 noon
Agenda: Organizational meeting

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

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Know Your Chamber

— Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

TRANSPORTATION

The primary objective of the Transportation Department is to assure San Francisco of adequate rail, water, highway and air transportation services at just, reasonable and non-discriminatory rates and fares which will attract and hold industry, business volume, port traffic and tourist travel.

This is a big order: transportation problems are daily becoming more numerous and more complex. To cope with them, the Department is required to maintain a file of many hundreds of tariffs, plus decisions and orders of the various regulatory bodies, and an extensive library. No department of the City government is so equipped nor is any other civic organization.

The Department is aided by the Transportation Committee of 36 members representing a cross-section of important shippers in the community and all types of carriers. This body of experts considers many problems affecting the community and recommends solutions which are submitted to the Chamber's Board of Directors for approval.

The job involves scrutiny of all rate proposals on the dockets of the various carriers, support of those that appear favorable to (Continued on Page 4)

Mart Site Redevelopment Receiving Serious Study

A top-flight committee of technically qualified Chamber members is working on plans for redevelopment of San Francisco's present wholesale produce market site, it was revealed this week.

On the heels of a recent Chamber decision to urge relocation of the produce market in the South Basin temporary war housing area, representatives of this organization's Agricultural and Industrial Committee got together to formulate suggestions for new use of the old area when it is vacated.

The group, composed of marketing, legal, financial, engineering and real estate specialists, is hard at work and will present its findings and recommendations in the near future, according to Chamber President John B. Watson.

Possible uses for the old market site, now under consideration, include a "technical or engineering center," "parking center," "airport bus terminal," "medium cost housing for office workers" or a combination of these and other uses.

Concurrent with the redevelopment committee's study, the Chamber's Produce Market Site Section is urging the Board of Supervisors to take speedy action to declare the South Basin area for redevelopment before it is transferred back to private ownership.

Chamber Will Present Thirty-five Million Dollar Freeway Program

A comprehensive freeway improvement and completion program for San Francisco requiring \$35,000,000 in State and County expenditures will be urged by a San Francisco Chamber of Commerce delegation at a public hearing of the State Highway Commission in Sacramento August 26. Acting on recommendations by its Street, Highway and Bridge Section as a result of joint study with the State Highway Commission, State Division of Highways and the City and County, the Chamber's Board of Directors recently agreed to ask for as much of the \$35 million dollars as is required to keep work going throughout the fiscal year 1955-56 on six projects already under way.

Additionally, the Chamber delegation will urge that plans and surveys be made on a number of new freeway possibilities for the future. In looking beyond immediate projects and requesting plans for additional freeways, Leonard S. Mosias, Chairman of the Chamber highway section, declared:

"There is a great urgency to have proper freeway surveys and plans made immediately, in view of the changes in flow of traffic on highways and the annual increase of funds available."

Immediate Needs

Immediate freeway work for which additional funds are needed next year, he said, include construction and right-of-way allocations for the following:

1. Route 68 — Connection from Third Street south to the county line—to a portion of the open water project in San Mateo County: 1 mile, cost, \$500,000.
2. Route 68—From South San Francisco limits to the connection with the existing Bayshore Freeway (open water): 3.5 miles; cost, \$4,500,000.
3. Route 224 (Embarcadero Freeway)—Completion from the San Francisco-Oakland

(Continued on Page 2)

Convention Facilities Group Chairmen Named; Bond Issue Approved

Henry E. North, former Chamber President, and George Johns were named this week as co-chairmen of the Chamber's Convention Facilities Committee, composed of representatives of business, labor and civic organizations, for the promotion of Proposition "A" on the November ballot.

North is Vice-President of the Metropolitan Life Insurance Company and Johns is Executive Secretary of the San Francisco Labor Council.

Proposition "A," approved by the Chamber's Board of Directors, is a \$3,275,000 bond issue for the acquisition, construction and completion of an exhibit hall under the surface of the southerly half of Civic Center Plaza, with access under Grove Street to Civic Auditorium.

Earlier this year the Chamber approved in principle the construction of the exhibit hall and petitioned the Board of Supervisors to make funds available for a soil test in order to determine the amount necessary for the project, before giving Chamber approval to any amount. The tests were made and the \$3,275,000 figure was determined.

The Board of Supervisors recently approved the bond issue which will appear on the November ballot as Proposition "A."

Chamber Fights Transfer Of Mines Bureau Office

The Chamber through its Mining Committee headed by Phil R. Bradley, Jr., is working to prevent removal of the Bureau of Mines regional headquarters from San Francisco to Reno, Nevada, it was reported this week.

Transferral of the office is one of 39 "improvements" in bureau operations recommended by Secretary of the Interior Douglas McKay. The California-Nevada region, directed by Harold Miller, would be combined with Alaska and Region 3 which takes in Washington, Oregon and Idaho. New headquarters would be in the bureau's new \$750,000 Reno building.

Miller agreed with Bradley and L. M. Holland, Manager of the Chamber's Industrial Department, that San Francisco is the logical place for the regional headquarters. "It is the mining center of the West and this is where it belongs," they said.

The Chamber's Mining Committee has avoided "political approaches" Bradley said.

"Furthermore, the most important consideration is improving the efficiency and economy of government operation. However, it would appear that to separate the administrative offices of the Pacific Coast operations of the Bureau of Mines from the mining, supply, trade and communication center of the Pacific Coast is not a move for efficiency and economy."

Chamber Action

Highlights of the Past Two Weeks:

1. Fought removal of Mines Bureau office (P. 1)
2. Started special redevelopment study (P. 1)
3. Urged \$35,000,000 freeway program (P. 1)
4. Sparked Convention facilities drive (P. 1)
5. Expanded "keep streets clean" campaign (P. 2)
6. Opposed gov't competition to business (P. 2)
7. Urged "50-50" shipping treatment (P. 2)
8. Continued forest fire prevention fight (P. 3)
9. Concluded successful Valley Days' (P. 3)
10. Planned hosting of aviation meet (P. 2)

Aviation Comm. to Host Tri-City Conference at Airport Flight Festival

The Chamber's Aviation Committee will host the annual Tri-City Aviation Conference convening in San Francisco August 29 on the final day of the spectacular San Francisco International Airport Dedication and Flight Festival to celebrate the opening of the new \$14,000,000 Passenger Terminal.

Conference delegates from Oakland and Los Angeles will inspect the new terminal facilities August 29. Business sessions will be held August 30, according to William Hanley, Chairman of the Subcommittee on Conference Arrangements.

The conference is only one of a series of events scheduled during the Flight Festival August 27-28-29 which will bring to San Francisco the aviation leaders of the country. Clay Bernard, Chairman of the Chamber's Aviation Section, is Chairman of the Executive Committee for the celebration.

More than 500,000 people are expected to attend the three-day celebration sponsored by the Chamber, Junior Chamber and Public Utilities Commission. Jack Dierssen of the Junior Chamber is General Chairman of the Festival.

The sponsoring organizations will host a luncheon for 500 business and civic leaders in the Colonial Room of the St. Francis Hotel at noon, Friday, August 27, prior to the dedication ceremonies. Mayor Elmer E. Robinson will speak.

Governor Goodwin J. Knight will speak at the airport dedication ceremonies at 2:30 p.m. Mayor Robinson, the Most Rev. Hugh A. Donohoe and the Rt. Rev. Karl Morgan Block have accepted invitations to participate.

The latest developments in aviation will be on display, and there will be three days of entertainment and precision flying demonstration.



NEW JWT OFFICERS: Henry Grady, Jr., of the Bank of America, N.T. & S.A. (seated), last week took office as 1945-55 President of the Junior World Trade Association of the San Francisco Chamber of Commerce, together with (standing, left to right) Les Kowalski of American Mail Line, Vice President; James C. Bond of W. R. Ames Co., Secretary; and Joseph Tucker of Anglo California National Bank, Treasurer. The JWTA is devoted to advancing foreign commerce through the Port of San Francisco and providing opportunities for younger men in the field.

Chamber Spearheading City-wide Organization To Keep Streets Clean

Formation of a city-wide organization to keep San Francisco's streets clean was begun Wednesday under auspices of the Chamber's Street, Highway and Bridge Section. At a large gathering in Mills Tower called by Section Chairman Leonard S. Mosias, representatives of 30 local organizations, four City and County departments, four oil companies, daily and neighborhood newspapers, and radio and television stations were invited for their comments and support.

"A united effort (to keep our city's streets clear of litter) will expedite and simplify the work," said Mosias. "Committees to carry out the various phases of the campaign will be appointed and in a very short time the entire program will be under way."

In cooperation with a California State Chamber long-range program to "keep the roadsides clean," the San Francisco Chamber's Board of Directors last month approved formation of a San Francisco committee. To date, according to Mosias, response has been "gratifying," both from individuals and clubs.

"There is a serious problem in San Francisco today, as in any large city," Mosias declared, "through carelessness by the public, resulting in our streets and lots becoming littered with trash. This leads to an extremely unsightly condition and added expenditures by our street department which reflect themselves in taxes."

Freeway Appropriations Asked by C of C Group

(Continued from Page 1)

Bay Bridge via the Embarcadero to Broadway at Battery and Sansome Streets: 1.5 mile; cost, \$12,800,000.

4. Route 2—Extension of the 13th Street lateral across Market from Mission to Turk and Golden Gate, and Franklin and Gough. Included are connections to Oak and Fell: 0.9 mile; cost, \$13,000,000.

5. Route 2—From Park Presidio intersection to Richardson Avenue "Y" (additional two lanes): 1.2 mile; cost, \$4,200,000.

6. Route 56—From Fulton to Lake Streets (additional two lanes): 0.9 mile; cost, \$200,000.

Future Work

On future freeways, the Chamber's recommendations for surveys and plans encompass:

1. Routes 56, 225 and 2—"Southern Freeway" (Skyline intersection of Routes 55 and 56 along Alameda Boulevard to Bayshore Freeway intersection): 5.8 miles.

2. Routes 56, 223 and 2—"Western Freeway" (from intersection of Junipero Serra and Alameda, north and east to Lombard and Van Ness): 8.2 miles.

3. Route 56—Golden Gate Bridge approaches (from junction with Western Freeway at Lincoln Avenue to Route 2 and connection to Golden Gate Bridge approach)—freeway development with a grade separated facility through Golden Gate Park and separations at intersecting city streets: 2.7 miles.

The Chamber refrained from endorsing detailed routing or construction pending presentation of these surveys and plans.

Mosias' section reported "close work" with the State agencies involved and also the city Public Works and Planning departments, in making the recommendations. He said all groups concurred.

C of C Approves Check On Gov't Competition With Private Business

President John B. Watson has announced the Chamber's approval, in principle, of legislation now being considered by the Senate Committee on Government Operations to provide for termination of government operations which are in competition with private enterprise.

In telegrams to Senators William F. Knowland, Thomas H. Kuchel and Committee Chairman Joseph R. McCarthy, Watson urged favorable consideration of H.R. 9835.

The Act declares "that the policy of the federal government should be at all times the encouragement of private enterprise."

It further provides "for the termination, to the maximum feasible extent," of all commercial activities engaged in by the federal government which compete with private enterprise. H.R. 9835 passed the House of Representatives July 23 and has been referred to the Senate committee.

Census Request Restored To Bill at C of C Request

An \$8,430,000 federal budget item requested by the Chamber for a census of business, manufactures and mineral industries has been restored to the Supplemental Appropriations Bill by the Senate Appropriations Committee, the Chamber was informed last week.

Senator Styles Bridges, committee chairman, informed Chamber General Manager G. L. Fox of the action in a letter thanking the Chamber's Board of Directors for its action in behalf of the appropriation, which had been left out of the bill by the House of Representatives.

The Chamber requested July 23 that the appropriation be restored because of the great demand for statistical data on business, manufactures and minerals, which can only be developed through governmental census.

Chamber Praises, Urges "50-50" Shipping Bill

President Eisenhower was requested last week by the Chamber to give early approval to S.3233, the so-called "50-50" bill giving American flagships an even "break" with foreign bottoms in assignment of cargoes.

In a telegram to Mr. Eisenhower, Chamber President John B. Watson said the Chamber "is delighted to know that the Administration released for floor handling S.3233 . . . passed by the House . . . We are hopeful and confident that you can find it possible to approve measure at an early date."

A source of surprise and elation to West Coast shipping circles, the bill guarantees American flagships at least 50 per cent of all foreign aid cargoes, inbound cargoes for government stockpiling, cargoes shipped under the Surplus Agricultural Disposal Act, cargoes purchased in foreign countries for use by U.S. Armed Services, and aid or surplus cargoes purchased in a foreign country and destined for another foreign country.

Welcome ... New Chamber Members!

O. H. DAY COMPANY
Automotive parts 1460 Pine Street
DONDERO MARBLE CO.
Marble contractors 2851 - 3rd Street
FITCH ADVERTISING SERVICE
Advertising agency 625 Market Street
GAUGE & COMPANY
Import-export 7 Front Street
HARTSOOK PHOTOGRAPHERS
Photographers 434 Post Street
HEPPERLE & HEPPERLE
Service attorneys 582 Market Street
HONOR TRADING COMPANY, INC.
Import-export 498 Funston Avenue
INDUSTRIAL CHEMICAL CORP.
OF SAN FRANCISCO
Chemical mfrs. 995 Tennessee Street
INDUSTRIAL SERVICES
Industrial real estate 33 Post Street
ITALIAN AIRLINES
Air Transportation 212 Stockton Street
JOEL JOHNSON & SON
General contractors 1614 Church Street
KAY HEUNG NOODLE CO.
Mfrs. of Fortune cookies and Chow Mein
Noodles 12 Beckett Street
M. J. KING, INC.
Building contractors 231 Franklin Street
LEVAL
Exporters 212 Stockton Street
MARINA MOTEL
Motel 2576 Lombard Street
MOBILE RADIO ENGINEERS
Mobile radio communications 52 Fern Street
NATIONAL EMPLOYEE BENEFIT SERVICES, INC.
Business services 111 Sutter Street
THE PROGRESSIVE NEWS & PRESS
Japanese printing 1595 Post Street
REYNOLDS & CO.
Investments 425 Montgomery Street
ROMINI'S ST. FRANCIS PERFUME SHOP
Perfumes, etc. 330 Geary Street

Labor Bureau Compiling Payroll Facts and Figures

Representatives of the Bureau of Labor Statistics are calling on approximately 300 Bay Area firms to collect pay information on about 250 key office and plant jobs, Chamber General Manager G. L. Fox announced this week.

Local and state government agencies are cooperating with BLS in the sixth annual coordinated wage and salary survey of the Bay Area. It is designed to provide information for review of pay rates for civic, state and federal employees, and rate data for collective bargaining negotiations between management and labor groups as well as other public uses.

All information supplied by employers will be treated as absolutely confidential, Fox has been informed.

Event Honors Indonesia

The Chamber through its World Trade Association honored Indonesia's ninth anniversary at a luncheon Tuesday in the Fairmont Hotel. Honored guest was Abdool Hamid, Consul of Indonesia in San Francisco. A special program feature was presentation by Ladd I. Johnson, secretary of the American Indonesian Chamber of Commerce, Inc., New York, of colored films and slides on Indonesia, pointing up economic and other factors.



"CHARGE IT!"—Jesse W. Tapp, recently forced to transfer his headquarters to Los Angeles, will be able to dash back to his beloved San Francisco for a breath of good clean air without even stopping to cash a check. Kenneth A. Frazer, right, Western Air Lines District Sales Manager, presented the former Chamber President with the first of the new Charge-A-Flight credit cards to be issued in San Francisco. Tapp was recently elevated to the position of vice-chairman of the board of directors, Bank of American N.T. & S.A.

'Keep Green' Group Warns Again: 'Use Care'

"Continuing heat and low humidity, such as touched off the rash of forest and brush fires throughout northern and central California recently, emphasize the need for San Franciscans to use extreme care with fire when visiting or traveling through wooded and grassland areas of the state," William J. Losh, Chairman of the Chamber's "Keep Green" Committee, warned this week.

"A carelessly tossed cigarette, under these conditions, almost certainly will start a roadside fire that may spread into a wheat field, destroying a farmer's crop; into grazing land destroying valuable forage; or into brush and timber, imperiling property and perhaps life. Always use the ash tray in your car.

"Forest fires result in terrific economic loss in addition to the property they destroy. For example, there is the costly mobilization of men and equipment to extinguish the fires, followed frequently by mass unemployment in the timber regions. Vacationists shun areas shrouded in a smoke pall or blackened by fires. San Francisco bears its share of this economic loss, caused chiefly by carelessness."

Trade Event Big Success

San Francisco business went "all out" in hosting 150 "Valley Days" guests last Thursday and Friday, with 94 local firm representatives acting as personal hosts during the two-day event, it was reported this week. The host list was the largest ever experienced, according to Lloyd Mazzera, Chairman of the highly successful program.

Delegates, he reported, enjoyed themselves greatly on the tours of San Francisco business and industry and in a round of special luncheons and other events.

"We're certain we convinced many key business people of the Sacramento and Central Valleys that San Francisco is where they should do business!" he said.

Hitting the High Spots

With Walt Brown

PUBLIC HEARINGS will be held in the nr. future to allow interested Am. business firms and individuals to make known their views re. possible modifications of the Philippine Trade Agreement. Discussions with a Philippine delegation here will begin later this month or early Sept., according to the Chamber's World Trade Dept. [The duty-free period, on a reciprocal basis, has been extended to Jan. 1, 1956.]

... **THE LONDON ECONOMIST** [Economist Intelligence Unit] has opened a West Coast office at 3022 Market, headed by Patricia H. Cady. This worldwide organization provides market reports on foreign countries, commodities, exchange and other special subjects ... **WYLLIE-SMITH CORP.** at 55 New Montgomery, currently is being snowed under with inquiries abt. its new payroll computer which according to a recent WALL STREET JOURNAL item does a payroll in a tenth of the time required by conventional methods. An unskilled clerk, says Mr. Wyllie, manipulates a couple of knobs and in a matter of seconds has figures for gross pay, state unemployment ins., Soc. Sec., withholding tax and net pay. "No na-how required," Wyllie says ... **W. A. De RIDDER** has resigned as a dir. and ch'man of the bd. of General Metals Corp., according to Wm. E. Butts, pres. ... **ALLEN L. ODDIE** has been named Western Reg. vice pres. of Haley Corp., int'l travel agency. Formerly mgr. of Haley's SF office, Oddie will now have for his territory the 11 Western States, Mexico and the Pac. area ... **EVENING LAW CLASSES** at the SF Law School, 431 Sutter St., [GA 1-6342; EN 1-1174] begin Sept. 1—both in SF and the East Bay ... **EXECUTIVE COMPANY** of No. Calif. is now in new, larger quarters at 455 Ellis, [TU 5-4600] according to J. T. Northern of Executive, who is active on the Chamber's Dam, Trade Comm. and Second Century Club. The firm is engaged exclusively in communications, sound and signalling systems and is responsible for many "firsts" in these fields.

R. T. Bonnell Named New Jaycee Secretary-Mgr.

Robert T. Bonnell, formerly with the merchandising division of the San Francisco EXAMINER, has been appointed to succeed Eugene J. Sullivan as Secretary-Manager of the San Francisco Junior Chamber.

"Bonnell comes to the Junior Chamber after an outstanding and varied career," commented Jaycee President Carl A. Boller, Jr. He said Bonnell's experience includes: advertising field work for the EXAMINER, service as national field representative for the Sigma Phi Epsilon Fraternity and stock and bond representation for Bailey & Davidson.

The new Jaycee Secretary-Manager served two years in the Army Air Force, holds a B.S. degree from Washington University, St. Louis, in Business Administration, and is a trustee for the Washington University Alumni Association of San Francisco. He is 29 and unmarried and resides in San Francisco.



ROBERT T. BONNELL

Know Your Chamber

— Its Departments and Services

(Continued from Page 1)

San Francisco and opposition to those that do not. It requires frequent analysis of existing rate structures. It may even involve carrying the matter to the Interstate Commerce Commission, the Federal Maritime Board, the Civil Aeronautics Board or the Public Utilities Commission of California. The Department Manager and the Assistant Department Manager are qualified to practice before these bodies.

Rate studies to aid in development of new industries in San Francisco and vicinity are an important phase of the Department's work. Often they require comparison with rates to and from other prospective locations and relation to population, to determine the marketing areas that can be reached at favorable rates from San Francisco.

In the matter of service, too, the Department is constantly vigilant and has frequent discussions with carrier officials regarding schedules and equipment. It recently has appeared in three important route cases before the Civil Aeronautics Board and submitted extensive exhibits on the economic characteristics and growth factors of the City and its community of interest with cities on the routes involved.

Legislation in Congress and the State Legislature which in any way affects transportation is carefully studied and action is taken for or against individual measures as the interests of the community require.

Special effort is made to support all rate adjustments which promote the flow of traffic through the Port of San Francisco, and also to obtain more steamer services.

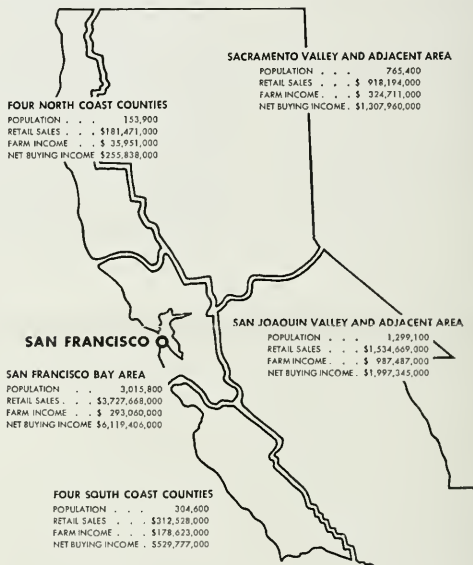
The Department answers a large number of tourist inquiries from all over the world and supplies information regarding transportation services available to and from San Francisco.

The Manager of the Department is an active member of several organizations devoted to the advancement of transportation and the orderly solution of many problems on a national scale.

Better transportation laws, more modern and efficient equipment, prevention of loss and damage and more expeditious service are among the objectives sought to aid in the development of a sound transportation system for the nation as a whole, from which San Francisco must inevitably benefit.

S.F.'s 5 MAJOR LOCAL MARKETS

San Francisco Chambergraph* - - - - - No. 9



CITY SERVES 10 BILLION DOLLAR MARKET

San Francisco serves one of the most productive and rapidly expanding trading areas in the world—Northern California. The five primary trading areas extend from San Luis Obispo to the Oregon Line. Population is estimated at \$5,558,800 and buying income at \$10.2 billion. Based on 1953 assessments, the wealth of the areas totals \$15.8 billion.

San Francisco is the business, financial and distribution center for this fabulously wealthy and productive region. More than five billion dollars worth of goods were sold by San Francisco's more than 4,000 wholesale establishments last year. Between April, 1950, and January, 1954, Northern California population increased about 650,000, and annual buying income increased an estimated \$1.2 billion.

*A regular feature . . . Ask the Chamber for Reprints:
 EXbrook 2-4511, Research Dept., Ext. 13 or 14.

'Ex-Im' Bank Bill Signed

President Eisenhower has signed the Export-Import bank bill S.3589, urged recently by the S. F. Chamber through its World Trade Committee. The bill restores the independent status of the Export-Import Bank and increases its loaning authority by \$500 million. This is hailed by the Chamber as "a constructive development of two-way trade."

BAY REGION BUSINESS

WALTER J. BROWN, Editor
 Ralph S. Closs, Jr., Asst. Editor

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Committee Meetings

TECHNICAL PROJECTS August 11, 1954, 8:00 P.M.
 Agenda: Discussion of San Francisco Bay Bridge
 August 18, 1954, 8:00 P.M.
SEATTLE HIGHWAY AND BRIDGE SECTION August 11, 1954, 8:00 P.M.
 Agenda: Discussion of Seattle Highway Commission
 August 18, 1954, 8:00 P.M.
SECOND CENTURY CLUB August 11, 1954, 8:00 P.M.
 Agenda: Discussion of the City of San Francisco



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Challenges CAA Station Transfer As Economy Measure

San Francisco interests cannot avoid the impression that proposals to move the Civil Aeronautics Authority Interstate Aircraft Communications Station from San Francisco International Airport have been based on other than practical considerations effecting economy and efficiency, the Chamber declared.

Chamber President John B. Watson, in a letter to Civil Aeronautics Administrator F. B. Lee, urged that the station be retained at the San Francisco Airport. "We earnestly seek your intervention to the end that the airport, which ranks fifth in the nation, is not subjected to discrimination insofar as federal aid to air navigation and service is concerned," Watson wrote.

The Chamber's Board and Aviation Section "strongly endorses" the August 18 resolution of the Board of Supervisors, in which the President and CAA were urged to retain the station at its present location, Watson said.

Chamber Report Offers Parking Solution; Action Is Requested on Recommendations

The San Francisco Parking and Transit Council in its request for action on downtown problems has recommended that the Chamber's report on parking be effected. However, approval of policy regarding rate adjustment is being held by the Council pending further consideration.

The Chamber's report resulted from a three months study by the Parking Section of the Chamber's Civic Development Committee. It was presented to

Philip F. Landis, Chairman, and Members of the Parking and Transit Council, by President John B. Watson who said:

"This report is addressed to the San Francisco Parking and Transit Council and its members knowing that you are interested in seeing the parking problem solved for the benefit of all concerned and in getting San Francisco to take aggressive action to this end.

"The report presents parking problem remedies, many of which can be applied with little or no delay and at a minimum cost.

We express full confidence that its findings and recommendations can lead to action that will relieve our downtown parking dilemma."

City's Highway Needs Stressed by Chamber At Sacramento Meet

With 200,000 commuters and thousands of others entering San Francisco each day, the city cannot continue to develop economically without greatly improved highways serving it, the Chamber pointed out to the State Highway Commission last week at a meeting in Sacramento.

Requesting \$35,200,000 in the 1955-56 state highway budget for improvements on San Francisco freeways, a Chamber delegation spelled out San Francisco's present requirements as: (1) adequate state highways linking it with the south; (2) the best possible bridge facilities spanning the water barriers to the north and east; and (3) a greatly improved distributive state highway system within the city.

Leonard S. Mosias, Street Highway and Bridge Section Chairman, headed the delegation, which included J. E. Jellick, Parking Section Chairman; Ross Shoaf, traffic engineer, Department of Public Works; Assistant General Manager R. M. Shillito; and Civic Development Department Manager H. V. Starr.

J. M. Bransten Named Committee Chairman

Chamber Director Joseph M. Bransten, president of the M.J.B. Co., 665 Third Street, has been named Chairman of the Chamber's Manufacturers Committee succeeding John

B. Watson, who was recently elevated to the Chamber presidency.

Bransten, who was born in San Francisco and attended Lowell High School, graduated from Harvard University in 1921. He is president of the Western Can Company of San Francisco, a director of the San Francisco Chapter



J. M. BRANSTEN

of the American National Red Cross, and a former director of the Community Chest.

"Mr. Bransten is eminently qualified to direct the activities of this important Chamber committee," President Watson said in announcing the appointment.



J. E. JELICK



ALAN K. BROWN

J. E. Jellick, Manager of the Portland Cement Information Bureau, headed the study project as Chairman of the Parking Section. He was assisted by a Special Study Committee of men chosen for their particular abilities in those fields bearing on the problem. They are: Alan V. Bartlett, Bond Investment Department of the Bank of America; Donald S. Berry, Assistant Director of Trans-

(Continued on page 6)

Know Your Chamber

— Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

WORLD TRADE

The promotion of two-way trade at the Port of San Francisco and the dissemination of information to foreign visitors and business and official contacts overseas about San Francisco's commercial life are the broad objectives of the San Francisco Chamber of Commerce World Trade Department. In accomplishing these objectives more than 35,000 individual services are performed each year.

The monthly publication of the Department, the INTERNATIONAL BULLETIN, brings to the Chamber's members "World Trade Tips," which are business leads from the four corners of the earth. Current information on consular, exchange and control regulations, by our government and governments overseas, service our world traders in their daily business. The Department has the largest collection in the West of foreign directories and lists of firms.

The World Trade Committee meets regularly to study important policy and specific legislation for the purpose of helping our government establish an economic policy that will promote commerce. In 1953 the Chamber's World Trade Policy Declaration disseminated throughout the world brought high commendation. Other committees include: the Foreign Trade Zone Committee, and the Technical Advisory Committee of the School of World Business, San Francisco State College.

The Department's manager also acts as

(Continued on page 6)

Chamber Action

Highlights of the Past Two Weeks:

1. Action requested on Chamber's Report on Parking (P. 1)
2. Watson questions CAA Station transfer (P. 1)
3. Presented request for \$35,200,000 Freeway Program (P. 1)
4. Bransten named Chairman of Manufacturers Committee (P. 1)
5. Industrial development upswing reported (P. 5)
6. Continued fight on removal of Minnes Bureau office (P. 5)
7. Sponsored Flight Festival and Tri-City Aviation Conf. (P. 5)
8. Issued Plastics Directory (P. 5)
9. Announced Retail Salesmanship Course (P. 5)
10. Hoored Jesse W. Tapp (P. 5)

General Business Activity

Report By The Research Department

July, 1954

TREND

The trend of general business activity in San Francisco and the Bay Area continued close to last year's pattern with the July level practically the same as July last year. Our San Francisco Chamber of Commerce business activity index for July amounted to 121.4 compared to 122.2 a year ago and the seven months' average of 123.4 was within 1% of the same period last year.

During July in San Francisco there was a strong rise compared to a year ago in building permit value for both resident and non-resident classification, postal receipts and market value of shares traded on the San Francisco Stock Exchange. In the transportation field, airport traffic, truck movements, coast-wise movements of revenue tons, and bridge traffic were all above a year ago. Department store sales also made good gains. In the utility field sales of electrical energy, industrial and consumer gas and water consumption exceeded last year.

EMPLOYMENT

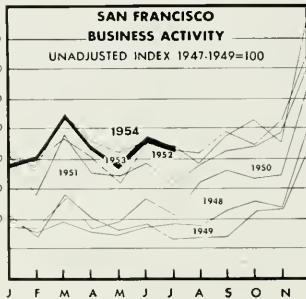
Estimated employment in the six-county metropolitan area in July, at 1,012,200, represented a gain over June of nearly 12,000 persons, and was within 13,600 of the number employed during July last year. Three industry groups, accounting for about one-third of the employment in this area, reported gains and included contract construction with an increase of 10.2%, finance, real estate and insurance, 1%, and service, 2.6%. Manufacturing employment was 6% below last July, but average weekly earnings in this field were above a year ago. Transportation, communication and utilities employment was off 5.8%, government agencies, 3.7%, retail trade, 1.3%. July unemployment in the area amounted to 4.5% of the labor force compared to 5% in June and 3.1% a year ago.

CONSTRUCTION

Construction of homes in the nine-county bay area continued at a lively pace in July. There were 4,451 dwelling units authorized in July compared to 4,224 (revised) in June and 2,690 in July of last year. The seven months cumulative authorizations of dwelling units amounted to 23,297 compared to 19,152 last year. In San Francisco, July dwelling units authorized were 80% above a year ago and the seven months total was up 48% bringing this total to 1,424.

TRADE

Retail department store sales reported by the Federal Reserve Bank of San Francisco were 4% above a year ago in San Francisco compared to 3% in the State and 2% in the Twelfth Reserve District. The San Jose area led all areas in the district with a gain of 12%. The seven months sales in San Francisco



cisco were 2% behind last year compared to 4% in the State and 5% in the district. Sales of merchant wholesalers for the six months (latest available) were down 6% on the Pacific Coast and 4% in the nation.

FINANCE

Finance, insurance and real estate indus-

try group employed about 1% more people in July and the first seven months than in like periods last year. Bank debits in San Francisco for the month of July were 1.5% below a year ago, but the seven months cumulative was up nearly 1%. Market value of San Francisco Stock Exchange transactions were up 59% in July and 32% for the seven months. There were 1,454 real estate deeds recorded during July bringing the seven months total to 9,915.

UTILITIES

Electrical energy sales in San Francisco were up 5.2% in July, industrial and commercial gas sales 0.9%, and commercial and industrial water consumption practically tied that of last year.

RETAIL FOOD PRICE INDEX

The U.S. Department of Labor July index for San Francisco retail food prices amounted to 115.2 compared to 115.3 in June and 113.2 in July a year ago.

JULY BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	JULY 1954	% from 1953	July 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS.....Total Number	121.4	-0.7	123.4	-1.0
.....Value	788	131.4	5,026	10.7
Residential, New.....Value	2,940.40	62.8	13,858,816	34.0
Dwelling Units.....Number	261	80.0	1,324	47.8
Single-Family Units, New.....Value	92	0.3	619	20.9
Non-Residential, New.....Value	4,610.685	2,252.4	13,063,030	27.1
Adds, Alterations and Repairs.....Value	919,673	44.6	6,932,775	14.9
REAL ESTATE—Deeds Recorded.....Number	1,454	-19.3	9,915	-11.7
.....Index	161	1.0	102	-1.9
*RETAIL DEPARTMENT STORE SALES				
FINANCE—Bank Debits.....\$000	3,009,753	-1.8	21,630,175	0.6
.....Postal Receipts.....\$000	3,007,690	25.7	19,029,667	5.4
S. F. Stock Exchange.....Shares Traded	1,146,769	37.3	8,061,466	-29.2
.....Market Value \$	24,951,954	59.2	162,562,988	31.9
.....Number	18	63.6	87	25.3
*COMMERCIAL FAILURES				
INDUSTRY TREND—& Bay Area Counties Total Employed	1,012,200(p)	-1.3	993,190(p)	-2.1
Manufacturing—Average Weekly Earnings.....(\$Dollars)	83.33(a)	3.3	80.45(a)	-3.6
Manufacturing.....(Employment)	210,500(p)	-6.0	204,757(p)	-4.6
Construction, Contract.....	65,800(p)	10.2	61,200(p)	-7.4
Finance, Ins., Real Estate.....	66,100(p)	0.8	65,030(p)	-0.7
Retail Trade.....	169,600(p)	-1.3	169,400(p)	-1.1
Wholesale Trade.....	1,200(p)	-0.6	1,140(p)	-0.6
Service.....	208,900(p)	2.6	209,660(p)	2.3
Trans., Comm. & Utilities.....	110,100(p)	-5.8	110,200(p)	-5.5
Agriculture.....	21,700(p)	-1.1	19,200(p)	-1.9
Govt.—Fed., State, City.....	86,000(p)	-3.7	86,230(p)	-3.8
Other.....	2,300(p)	0.0	2,140(p)	-2.3
TRANSPORTATION FRT. Car Movements.....Number	12,840	-14.7	93,343	-11.1
Airport—Planes In and Out.....Number	10,000	15.6	61,137	11.1
Passengers Off and On.....	206,332(a)	17.3	987,348(a)	6.3
Air Mail Loaded & Unloaded.....Lbs.	2,218,342(a)	-1.9	13,976,670(b)	-0.2
Air Express Loaded & Unloaded.....Lbs.	503,791(a)	1.1	2,981,158(b)	1.4
Air Freight Loaded & Unloaded.....Lbs.	3,687,553(a)	14.4	19,753,907(b)	6.6
Rail Express Shipments.....Number	82,900	-19.4	616,877	17.3
*Truck Movements—S. F. Area.....Index	148.8	1.6	119.7	1.3
Over-State passenger car entries into N.C. Number.....	114,740	9.5	144,721	0.6
PORT OF SAN FRANCISCO—Revenue Tons				
Coastwise.....Total	149,465	-7.2	3,183,441	3.9
Coastwise.....Revenue Tons	111,092	-4.0	7,416	-0.8
Intercoastal.....Revenue Tons	14,439	32.9	284,175	1.9
Foreign.....Revenue Tons	216,130	9.5	1,604,740	1.3
CARGO VESSELS (S. F. Bay)—Arrivals				
Millions of Registered Tons.....	492	-12.1	2,769	-7.1
.....Index	1,017,620	10.7	13,163,801	5.9
UTILITIES—Ind. and Comm. Gas Sales				
Electric Energy Sales—k.w. hours.....Cu. Ft.	1,138,312,600	1.9	8,775,181,800	0.0
Water Consumption—Comm. and Ind.....Index	121	8.2	130	4.4
.....Cu. Ft.	1,657,722,000	0.0	1,105,241,000	-0.1
NEW DEVELOPMENTS—Tourist and Seller				
Bay Bridge Vehicle Crossings.....Ing. No.	1,458	14.1	8,414	0.4
Golden Gate Bridge Vehicle Crossings.....Ing. No.	2,602	1.8	17,801	5.4
.....Number	159,718	6.2	1,020,834	5.3
FRUITS AND VEGETABLE RECEIPTS.....Carls	2,555(a)	3.5	10,407(b)	1.0
LIVESTOCK SLAUGHTER (Insp. Data).....Number	141,000(a)	3.2	805,000(b)	1.6
*S. F. LIVING COSTS—All Items.....Index	168(a)	0.6	176	0.7
*RETAIL FOOD.....Index	115.2	1.8	114.4	0.4

New Series (1947-49 Average = 100) (a) Preliminary (a) June (b) 6 months (c) March-June quarterly average
 Basis: Data sources not shown due to space limitation but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Friday, September 3, 1954

R FOR PARKING

(Report of the Parking Section of the Civic Development Committee of the San Francisco Chamber of Commerce)

INTERDEPENDENCE OF TRANSIT AND PARKING

The answer to checking the competitive exodus of trade to outlying areas in the Bay Region is facilitation of customer movement to the downtown area of San Francisco. This poses the problem of providing improvements in both public transit and in parking space facilities for privately owned cars. The problem of parking facilities is closely allied with the problem of the public transportation system which has been determined to be the most important element in maintaining the health of San Francisco's downtown area.

Some means must be found not only to maintain but to rehabilitate the public transportation system and enhance its relative attractiveness to the customer and employee in comparison with the convenience of private automobile transportation. The policies on curb parking restrictions (Tow-Away Zones, extent of prohibited areas, loading zones, and enforcement practices) all affect the speed of transit operation. The policy with respect to fees and all-day parking in the central business district (bounded by Sutter, Grant, California, Battery, First, Mission, Sixth and Taylor) is also related to use of transit facilities by persons employed downtown.

Despite diligent effort to make progress in transit early solution is not apparent. If it were, parking demand would still remain high or increase if for no other reason than the estimated increase in the future population and in motor vehicle growth of San Francisco and its environs. Therefore, while fully recognizing the interrelation of transit and parking we have deemed our purpose to be limited to seeking remedies to the parking problem.

NEED FOR POLICY DETERMINATION BY LEADERS

Parties interesting in the parking problem include: (1) the Municipality that will face reduced tax income if the central business district does not prosper; (2) the retailer who makes the problem obvious; (3) the many service businesses, such as banks, investment brokers, light and power companies, etc., whose welfare is closely tied in with the success of retailers in the area; (4) the property owner who is particularly concerned if the rentals are related to sales volume; (5) the operators of the public transportation system; (6) the garage owners and operators catering to the public as a service for profit; (7) the newspapers and other media such as radio and television that depend on advertising revenue from those stores which expect to draw customers from the entire San Francisco Metropolitan area.

These groups must be recognized as having an interest and responsibility in the success or failure of the parking problem. Fundamental to the solution of the problem is determination of policy. The Report To the City Planning Commission on a Transportation Plan for San Francisco, the so called De Leuw Report of 1948, in its section on parking stated:

"Policy determination is of major importance at this time. These policy matters involve such highly controversial questions as enforcement, fringe vs. centralized parking, public or private financing, subsidized or self-supporting operations, and type of operations."

Today, six years later, all of these policy matters are still unresolved.

The Parking Section has strong feeling that before any further studies are undertaken it is imperative that policy be determined in the following:

1. What types of parking programs should be given priority—programs to provide more space in the central business district for the short-time parker or programs which benefit primarily the all-day parker?

2. Should there be some control over rates for all-day parking in the central business district so as to discourage all-day parking and provide more space for visitors?
3. Should businessmen, property owners and public officials support impartial enforcement of curb parking regulations in the central business district?
4. Should publicly financed and operated parking facilities be established in the central business district to provide low cost parking?

PARKING POLICY RECOMMENDATIONS

To stimulate policy resolution and agreement by businessmen, property owners and public officials the following recommendations are advanced regarding parking for persons going to the central business district.

● Favor the Customer Parker

Recommendation: The major objective of public parking improvements should be to increase customer traffic to the central business district through efficient management of existing parking space, providing additional off-street parking and incidentally facilitating transit movement. Concurrently public authority should take the lead in studying the problem of providing parking for persons employed in the downtown area and developing incentives for fringe parking for all-day parkers.

"[I For Parking] has been adopted (except policy regarding rate adjustment) and recommended for action by the San Francisco Parking and Transit Council to His Honor, Mayor Elmer E. Robinson, The Honorable Board of Supervisors and all constituent groups and all private interests concerned."

"[I For Parking] is the report and recommendations on parking in the central business district prepared by the Parking Section of the Civic Development Committee, headed by its Chairman, Mayor Elmer E. Robinson, assisted by associate members: John J. Bartlett, Bond Investment Department, Bank of America N.T. & S.A.; Donald S. Berry, Assistant Director of Transportation Engineering, University of California; Gustave Junt, Staff Engineer, De Leuw, Cather & Co.; and Joseph McCague, Chief, Land Planning Division, City and County of San Francisco."

"[I For Parking] presents parking problem remedies many of which can be applied with little or no delay and with minimum cost. The Chamber expresses full confidence that its findings and recommendations can lead to action that will relieve San Francisco's downtown parking dilemma."

Statement: Customers have a choice of whether to go downtown to shop or to go elsewhere. Workers will come downtown anyway, even though they may be forced to walk a block or two farther to work, or to switch to transit for the home-to-work trip. Therefore, all possible steps should be taken to provide more parking space for customers at reasonable fees through better control of curb parking, parking rate schedules which discourage long-time parking in the central business district, and by providing additional parking in those areas where there is a demonstrated shortage. If all-day parkers are to be discouraged from parking in the critical shortage area public authority should develop policies for providing some parking at locations outside the central business district. Recognition should also be given to persons employed in the central business district who must use their cars for business during the day. The feasibility of fringe parking for all-day parkers should be tested in San Francisco as discussed in more detail in a later recommendation.

● Adjust Rates for All-Day Parking In Central Business District

Recommendation: Rates for all-day parking in the central business district should be adjusted so as to discourage all-day parking, and to open up more existing space for customer parking.

Statement: Some lots and garages, because of physical layout or limitations of elevators, must cater to some all-day parking for efficient operation. In addition, some garages provide private space to tenants and to workers who use their cars for business. However, existing lots and garages in the central business district would be operating at greater efficiency in taking care of the parking needs in the central business district and also obtain added revenue with fewer all-day parkers and with higher turnover figures than at present. Voluntary control of rate schedules by operators can help materially, and undoubtedly many operators of parking facilities have adjusted rate schedules with a view to "opening up" space for short-time parkers.

● Support Impartial Enforcement Of Curb Parking Regulations

Recommendation: Unified support should be

given to impartial enforcement of curb parking regulations wherever they are posted and to modification of the corner of the regulations in locations where existing restrictions do not fit the conditions.

Statement: No Parking signs are posted in great numbers within the central business district. However, equal enforcement of such signing is not practiced. Witness the customer-shopper using curb parking space who may be cited for violation of No Parking signing while just around the corner of the signs. In this apprehended customer-shopper, other curb parkers under identical No Parking signs are disregarded. Such discrimination is regrettable and may discourage the return of this customer-shopper to San Francisco if the person happens to live outside the City and could do business in a competitive locality. If some regulations apply only at certain times the signs should state the times and/or the exceptions so that motorists may know at all times what is expected of them. According to the De Leuw Report parking at curbs in and near the downtown area accommodated 72% of all vehicles parked on a typical day in 1948 whereas off-street parking accommodated 28%. An even greater number of customers and other short-time users can be accommodated at the curb if there is impartial enforcement. Over 4000 vehicles were found

parked all day in time-limited and No Parking zones on a typical day in 1948. Loading zones and "No Parking" areas must be kept clear of passenger vehicles so as to provide adequate space for commercial vehicle loading and to reduce double parking. Consideration should be given to extension of Tow-Away regulations to aid in enforcement. Prohibiting all parking before 9:30 or 10:00 a.m. and parking meter fees are discussed in other recommendations.

● Private Enterprise to Have First Call In Furnishing Additional Facilities In Central Business District

Recommendation: Public authority should encourage private enterprise to furnish additional facilities in the central business district by cooperating in the financing and assembly of land. ONLY where it is not feasible for private enterprise to provide these facilities in shortage areas should public authority furnish facilities.

Statement: In San Francisco private enterprise has demonstrated its willingness to finance and construct parking facilities. Co-operative effort between city authorities and private enterprise now constitutes the major part of the City's parking program. Co-operatively they will produce an estimated \$8,300,000 in facilities for approximately \$4,050,000 of public funds. This relationship should be given full support. In shortage areas where private enterprise has not provided needed additional facilities and has no immediate plans to do so, public authority should be encouraged to proceed with financing and construction. When municipal funds are used for construction the parking enterprise should be designed so as to be fully self-supporting. We do not recommend subsidizing of parking. In the event any subsidy is to be given in the field of transportation mass rapid transit should receive first priority.

ADDITIONAL PARKING RECOMMENDATIONS

Pending decision on policy recommendations we submit additional recommendations in furtherance of our objective to create customer traffic and provide parking space therefor in the central business district.

(Continued on page 4)

● Prohibition of Curb Parking

Recommendation: That the Board of Supervisors enact an ordinance for a 90-day trial period authorizing the Police Department to prohibit curb parking in the central business district before the hour of 9:30 or 10:00 a.m. excluding loading and unloading of commercial vehicles.

Statement: "Sleeper" parking—the all day storage at the curb of automobiles—in the congested central business district is prevalent. It is most practiced by those working in the central business district seeking to escape the all-day off-street parking charge or inconvenience of parking at a greater distance from their employment. Sleeper parking robs the potential customer of parking space. Enforcement as a weapon to combat a sleeper is limited as long as a sleeper feeds the parking meter to avoid a violation. We do not believe that a complete ban on curb parking in the central business district is desirable until more off-street parking facilities are available. Nor is it necessary to thwart the sleeper parker. However, we do believe that a prohibition on curb parking in the central business district before 9:30 or 10:00 a.m. should be tried on a limited basis—say 90 days—during which time the effectiveness of this plan to encourage this type of parker to use either off-street parking facilities or switch to transit may be studied. If the study proves favorable then said restriction should be made permanent. This prohibition would not be applicable to the loading and unloading operations of commercial vehicles. Merchants should be urged to discontinue the practice of depositing money in meters for overtime parkers in front of their establishments and employers should request employees to desist the practice as it applies to personal or company automobiles.

● Promoting Customer Parking

Recommendation: That the San Francisco Chamber of Commerce in cooperation with the Retail Merchants' Goods Association, San Francisco Garage Owners Association and other interested organizations publicize the availability of parking in the central business district, the location of garages and parking rates thereof.

Statement: Much negative talk has been circulated as to San Francisco's parking. Such rumor can only have served to discourage the customer from doing his business and buying. The Chamber of Commerce and the parking we do have is vital. So big is the problem of creating customer traffic in the central business district that everyone who has an interest should become a participant. Foremost of those interested are the retail merchants and the garage owners and operators. Some merchants at present offer validation service. A comprehensive system of validation does not have support at this time. Further study should be given to the desirability of instituting an acceptable system based on successful operation in other cities. Meanwhile as an alternative effort, and one which should also be employed if a validation system is later effected, we urge a program of customer education and advertising to acquaint the potential shopper with downtown parking availability, space locations and rates. Such a program could be implemented through all media, as desired by the participants. For a starter in such a program we feel that a facts folder on parking in the central business district should be produced with mass distribution via direct mail of retail stores and garages and over the counter distribution. To this end the Chamber of Commerce, the Chamber of Commerce be made available. Another customer relations device that should be fully utilized by garage operators is the posting of rates in a prominent manner at garage entrances. In too many garages this is not practiced. As a result customers hesitate to drive into such unposted facilities. The garage operator thus loses business and the practice further promotes criticism of the industry.

● 800 Immediate Additional Parking Spaces

Recommendation: That the Board of Supervisors expedite approval of the Parking Authority's plan to provide 800 parking spaces at the proposed 5th and Howard parking lot and 500 at the proposed Minna-Natoma parking lot.

Statement: The need in the South of Market section of the central business district are among the most critical. Accordingly, the plan of the Parking Authority to establish lots of 300 and 500 car capacity at 5th and Howard and Minna-Natoma respectively should be first business. This would provide 800 additional immediate parking spaces. Rates in these lots should be set to encourage customers desiring to park a period of several hours.

● Fringe Parking

Recommendation: That the Public Utilities Commission, Police Commission and Parking Authority cooperatively establish on a six months trial basis one or more large fringe parking areas providing express bus service to and from such areas during peak hours. The plan should be advertised to induce motorists to leave their cars outside of the congested central business district of the City and then use public transportation to and from work.

Statement: Over 50% of those persons entering the downtown area use private cars and taxis. Our number one objective is to induce the all-day parker out of the congested central business district by reason of lower total transportation cost, easier and more convenient travel. This will open up parking spaces for the customer-shopper type of short-time parker and by reason of a reduced number of automobiles in the district at peak hours improve traffic and transit flow. Fringe parking is a demonstrated method of reducing automobile traffic in congested areas. Fringe parking has failed where it has been tried for a number of years. It has been successful where it was used for commuter parking. Fringe parking operations are now being conducted in the cities of Baltimore, Boston, Chicago, Cleveland, Dallas, Hartford, Philadelphia, St. Louis, Toronto and New York. Fringe parking with connecting express transit service to the central business district has never been attempted in San Francisco. The South of Market trial of Bay Bridge traffic during the July-October, 1953 Key System strike was not a true test of fringe parking advantages. If instituted successfully it would reduce the number of autos coming into the central business district, would free all-day garage storage space and "sleeper" curb parking space for use of customer parking and by relieving traffic congestion make possible the use of the remaining automobile traffic easier and also assist transit movement. That such a plan is feasible is proven by the fact that a modified form of fringe parking is now taking place in several sections throughout the City though without the advantage of express transit, i.e. West Portal, Geneva and Mission, Marina, Anza Vista, Arguello and Geary. Motorists now park their cars and use public transportation to their work. For testing the plan's worth we suggest that there be established during the trial period at least one or more large fringe parking areas; by example, vacant sites under or adjacent to the San Francisco-Oakland Bay Bridge, Bayshore Freeway, in the vicinity of Fisherman's Wharf, and St. Francis Circle. Automobiles would be permitted to park in such areas with the risk of violation during the test period. They would board special express buses to the central business district which transit would be provided in both morning and evening peak hours. Only normal local service would be supplied to these areas during off-peak hours. The details of schedules, fares, number of express buses, travel time, size of facilities, all must be considered in establishing the operations. Advertising and promotion of the

fringe parking-express transit service plan during the trial period is imperative.

● Financing Off-Street Parking With Meter Revenue

Recommendation: That the San Francisco Bureau of Governmental Research be requested to conduct a study of parking meter revenues in the city of San Francisco to determine: (1) The fiscal effects including estimated tax changes assuming the use in whole or in part of parking meter revenues (in excess of that required for installation, maintenance and enforcement of meter parking) for off-street parking purposes as opposed to the present practice of general fund usage; and (2) The increased revenue by fees that would result if parking meter locations were increased to 10 cents at locations of high demand in the central business district.

Statement: It is evident that additional funds will be necessary to carry out a master plan of parking for San Francisco. If the Municipality is to finance additionally needed facilities a vote of the electorate will be required to obtain funds. The question could be submitted in June or November, 1955. Therefore, we should now explore the possibilities for added funds for public participation in financing off-street parking facilities. General obligation bonds, revenue bonds, special assessment districts and parking meter fees are possibilities. With reference to parking meter fees it should be noted that San Francisco directs its meter fees to the General Fund. In June or November, 1955, the city would be generating about \$800,000 per year which if used entirely or in part for parking purposes would permit great strides in financing off-street parking facilities. Many cities are now doing this. San Francisco should give consideration to adoption of policy to apply all or a part of meter revenues (in excess of proper charges) to providing off-street parking facilities. Also consideration should be given to the fact that the approximately 1600 parking meters located in the central business district providing that the increased revenue derived therefrom would be earmarked for off-street parking facilities in the central business district. In that it involves a major legislative policy decision, an immediate study should be made to obtain all the facts.

● Need for a Consolidated Parking Agency

Recommendation: That consideration be given to a charter amendment for submission to the electorate providing additional authority to the existing agency charged with responsibility for off-street parking or an amendment establishing a consolidated parking agency with sufficient autonomy to handle all pertinent phases of carrying out an over-all program of parking requirements with the over-all program of street development and transit.

Statement: Progress in obtaining off-street parking facilities in San Francisco has been retarded by a lack of consolidation of authority. It is not surprising that expansion of facilities for off-street parking has been slow in view of the present dispersion of authority. Under present legislative and administrative requirements 33 to 80 weeks are required to complete a lot and 110 to 134 weeks for a garage. San Francisco needs a master parking plan properly integrated with the over-all program of street development. To carry out such a plan in detail a consolidated parking agency is needed to handle all pertinent phases. Thus responsibility for a City-wide parking system would be embraced broadly in the hands of one agency to study the problem by several routes: (1) Enlarge powers of the existing agency responsible for parking; (2) Consolidation into the present Department of Public Works a unit responsible for all functions of parking and traffic engineering; and (3) Incorporate as a unit of an over-all authority responsible for transit-traffic parking. To this end we believe it profitable for the Board of Supervisors to study this problem and develop remedial legislation.

Bay Region Industrial Development Up-Swing Reported During July

Bay Region industrial development took a definite up-swing in July with the announcement of 39 projects totaling \$13,982,659, an increase of \$6,500,000 over July, 1953, H. H. Fuller, Chairman of the Chamber's Industrial Advisory Committee, reports. Included are 12 new plants at \$10,526,000 and 27 expansions at \$3,456,659.

Eleven projects, creating 32 new jobs, were reported for San Francisco. Northern California reported 24 new plants at \$14,513,800 and 34 expansions at \$3,783,659.

"This remarkable industrial stimulus, particularly during the slow summer months, augurs well for our area," Fuller said. "The recent land acquisitions by leading companies is also a most heartening sign of future unlimited industrial development in northern California."

	July, 1954	
San Francisco		
2 New Plants	\$ 3,110,000	7 Jobs
9 Expansions	602,000	25 Jobs
11 Projects	\$ 3,712,000	32 Jobs
Bay Region		
12 New Plants	\$10,526,000	
27 Expansions	3,456,659	
39 Projects	\$13,982,659	
Northern California		
24 New Plants	\$14,513,800	
34 Expansions	3,783,659	
58 Projects	\$18,297,459	
CUMULATIVE TOTALS FOR FIRST 7 MONTHS OF 1954		
San Francisco		
10 New Plants	\$ 3,293,000	66 New Jobs
44 Expansions	8,101,500	125 New Jobs
54 Projects	\$11,394,500	191 New Jobs
Bay Region		
81 New Plants	\$42,931,900	
216 Expansions	30,443,214	
297 Projects	\$73,375,114	
Northern California		
116 New Plants	\$51,729,700	
251 Expansions	32,871,614	
367 Projects	\$84,601,314	

S. F. Is Mining Center Bradley Writes McKay

A Bureau of Mines administrative center placed across the mountains in Reno would add a burden to the very large segment of the mining industry centered in San Francisco, Phil R. Bradley, Jr., Chairman of the Chamber's Mining Committee, informed Secretary of the Interior Douglas McKay in a letter last week.

The Chamber is working to prevent removal of the Bureau of Mines Regional headquarters from San Francisco to Reno, one of 39 "improvements" in operation recommended by McKay. The California-Nevada region, directed by Harold Miller, would be combined with Alaska and Region 3, which includes Washington, Oregon and Idaho.

San Francisco is the "administrative center for the major portion of the non-ferrous metals producers of the nation," Bradley wrote McKay. "We cannot believe that the importance of San Francisco as a miner's center... has been taken fully into account," Bradley asserted.

"It is the consensus among the mining operators and mining people of the Bay Area that to remove the top administrative office of the Bureau from San Francisco to Reno would not reflect efficiency of operation and sufficiency of contact between the Bureau and mining people here," Bradley concluded.

Watson Congratulates Officials of Airport Dedication Ceremonies

The Chamber is proud to have played a leading role in the San Francisco International Airport Dedication and Flight Festival, which marked one of the most important milestones in the history of the city, President John B. Watson said in congratulating the officials of the celebration.

"A civic celebration of the magnitude and importance of the Flight Festival, which attracted more than 500,000 visitors, necessarily involves the cooperation of many individuals and firms. I want to convey my personal congratulations to everyone concerned, and especially to the Junior Chamber, the Public Utilities Commission and the Airlines," Watson said.

Among the many individuals who made outstanding contributions are: Mayor Elmer E. Robinson, Honorary Chairman; Chairman Clay Bernard, Commissioner Edward B. Baron and Robert E. Lilly of the Executive Committee; General Chairman Jack Diersen; O. Kenneth Pryor, Chairman of the Finance Committee; Exhibit Manager Edgar Allen; Ernest H. Baack, Chairman of Traffic Control; and the General Operations Committee with Chairman Rollie Sears, Warren Raiden, Ted Weidemann, Douglas Carroll and Walt Mathews. Randle P. Shields of the Chamber staff was Secretary-Manager.

Chamber Issues New Plastics Directory

The Chamber's Industrial Department has issued a Plastics Industry Directory of the San Francisco Bay Region listing 141 firms, M. H. Scott, Chairman of the Chemical Industries Section, has announced.

The Northern California Chapter of the Society of the Plastics Industries assisted in compiling the directory which contains both a classified section and an alphabetical listing by firm name.

The classified section lists molders, fabricators, film and sheet processors, laminators, extruders, vacuum forming, impregnated cloth, fiberglass products, woven plastic rope and cable, cabinet, sink and table top laminating and fabricating, machinery and equipment, materials suppliers and service.

Copies may be obtained by calling the Chamber's Industrial Department, EXbrook 2-4511.

S. F. Hosts Tri-City Aviation Conference

An inspection of the new \$14,000,000 San Francisco International Airport Passenger Terminal highlighted the annual Tri-City Aviation Conference August 29 and 30 of the San Francisco, Oakland and Los Angeles Chambers. The local Chamber's Aviation Section, with Clay Bernard as Chairman, hosted the Conference.

Delegates toured the airport Sunday and held business sessions Monday at the Palace Hotel. Discussion subjects included aviation surveys, loss of airports, federal aid, airport development, status and potentials of post-office helicopter operations, and the Great Circle Route in relation to California.

Retail Sales Courses To Be Presented Again In October-November

Another of the highly successful Retail Salesmanship Courses is being scheduled this fall under the sponsorship of the Chamber's Retail Merchants Association, the Retail Dry Goods Association, and the School District's Distributive Education Department. Classes are scheduled for Wednesday evenings, October 27, and November 3 and 10 at Nourse Auditorium, Commerce High School.

Committee members planning the sales course are: Karl M. Stull, President and Managing Director, Retail Dry Goods Association; Jerome P. Newbauer, General Manager, Davis Schonwasser; H. V. Starr, Managing Director of the Chamber's Retail Merchants Association; and R. Earl Thompson, Coordinator of Distributive Education, San Francisco Unified School District.

Clean Streets Group Names Mosias as Head

Leonard S. Mosias, Chairman of the Chamber's Street, Highway and Bridge Section, has been named Chairman of a city-wide Committee to Keep San Francisco Streets Clean. Formation of the Committee was sparked by a recent action of the Chamber's Board of Directors supporting the program.

Mrs. John O. England, representing the National Council of State Garden Clubs, was named secretary, and Laurent Lamanet, insurance broker, treasurer. Other Officers and Committee Chairmen will be appointed in the near future. The Committee is forming a permanent organization to conduct a continuing program.

Representatives of more than 20 local organizations, city and county departments, business firms, press, radio and television attended the organization meeting.

Committees to be formed will be in the fields of city, public health and welfare, enforcement, survey of need for containers, merchants and industry, hotels, motels and roadside service, organizations, constitution and by-laws, finance, and legislative. The executive committee will include Mosias, Mrs. England and the ten committee chairmen.

Jesse W. Tapp Honored By Chamber Directors

Jesse W. Tapp, 1954 President of the Chamber who resigned recently when he was named vice chairman of the board of directors of the Bank of America N.T. & S.A. with headquarters at Los Angeles, was honored at a luncheon August 26 at the Pacific Union Club.

John B. Watson, who succeeded Mr. Tapp as president, presided. Attending the luncheon were past presidents of the Chamber and members of the Chamber board of directors during Mr. Tapp's three years as a member of the board and during his tenure as president. Mr. Tapp assumed his new duties with the Bank of America on September 1.

Know Your Chamber

—Its Departments and Services

WORLD TRADE

(Continued from page 1)

secretary of the Chamber's World Trade Association, whose membership of nearly 400 represents a complete cross-section of all interests concerned with trade, finance and port traffic.

The Department maintains close liaison with the fifty-one foreign nations represented in San Francisco by consular officials, conducting monthly trips to Bay Area factories and institutions and cooperates daily with the commercial representatives of nearly a score of nations.

A feature of the Department and Association activities during the year is the annual sponsorship of the World Trade Week program and International Trade Fair.

The Chamber's World Trade Department is the only recognized authority in this area qualified to certify all types of certificates covering shipments overseas, which include origin, values, quality, etc.

The Department services business and professional men from overseas by providing program and contact by local organizations in which they are interested. The Department's manager serves as a director of the International Hospitality Center.

The World Trade Center, a project sponsored by the Chamber of Commerce, receives the regular attention of the World Trade Department and its committees.

Other activities include planning a Trade Development Tour to the Far East in 1955, the conduct of arbitration of disputes arising out of international business transactions, preparation and dissemination of thousands of lists of exporters and importers in San Francisco.

Committee Meetings

HAWAIIAN AFFAIRS SECTION—September 3, Commercial Club, 12 noon.

Agenda: Discussion of proposed visit of Honolulu Chamber. **MUNICIPAL CONFERENCE**—September 8, Room 200, Chamber, 4:00-6:00 p.m.

Agenda: Discussion of bond issue on recreation center. Guest speaker, Gordon Cummings, Chief Bureau of Hospitals, California Dept. of Public Health.

LIVESTOCK AWARD COMMITTEE—September 10, Commercial Club, 12:00-2:00 p.m.

Agenda: Selection of California's "Livestock Man of the Year."

WORLD TRADE ASSOCIATION—September 17, Panelli's, 12 noon.

Agenda: Guest Speaker Joseph W. Vanderlaan, Taipei, Formosa.

AGRICULTURAL COMMITTEE—September 14, Fairmont Hotel, 12 noon.

Agenda: Discussion of produce market problems and committee reports.

WORLD TRADE COMMITTEE—September 14, Panelli's, 12 noon.

Agenda: Discussion of current trade problems.

MANUFACTURERS COMMITTEE—September 15, Fairmont Hotel, 12 noon.

Agenda: Talk by West Coast Representative of Ford Motor Company.

Parking Solution—

(Continued from page 1)

portation Engineering at the University of California; Gustave Jamart, Staff Engineer with De Leuw, Cather & Co.; and James McCarthy, Chief of the Land Planning Division of the City Planning Department. In their joint report to the Chamber's Board of Directors requesting approval of the study report Jellick and Alan K. Browne, Chairman of the Civic Development Committee said,

"The Parking Section in May, 1954, was called upon to study the parking problem in downtown San Francisco and to make recommendations for parking relief to you and the newly formed San Francisco Parking and Transit Council.

"Parking and transit are so interwoven

MODERNIZED SEWAGE SYSTEM

San Francisco Progressogram* - - - - - No. 10



MULTI-MILLION DOLLAR CONSTRUCTION

Over \$36 million has been spent since 1933 by the City and County of San Francisco on the construction of a modern sewage collection and disposal system to serve the residents, business and industry of one of the most progressive cities in the world.

In addition, a \$12,645,000 bond issue was recently approved for expansion of the sewage system. The money is earmarked for numerous extensions, additions and improvements in the system—important to the future growth of this modern business, industrial, distribution and transportation center of the western United States.

Sewage is treated in three of the most modern and efficient plants in the world. The plants are strategically located in order to serve the entire city and the rapid expansion of population and industry. All major treatment units are housed, for aesthetic and odor control reasons. Buildings are of reinforced concrete construction with attractive exterior architectural treatment and landscaped grounds.

The Southeast sewage treatment plant (pictured above) was completed in 1951 at a cost of \$7 million and is designed to serve a population of 400,000. The North Point plant was completed in 1951 at a cost of \$8,500,000 and is designed to serve an estimated ultimate population of 855,000. The Richmond-Sunset plant was originally constructed in 1938 and enlarged in 1948. The plants were constructed to treat all sewage discharged into the surrounding Bay or ocean waters.

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

that it is hard to fashion parking problem remedies without knowing what may be expected in the way of short-term and long-range transit development. Despite this handicap the Section's report has been prepared advancing recommendations for immediate and long-range parking action. The immediate recommendations are designed as a stop-gap remedy for today's parking distress. The long-range are designed to obtain ultimate solution to the parking problem by providing off-street parking facilities and the

establishment of an outer-area parking pattern integrated with a modern rapid transit system which is a "must" in San Francisco's future.

"We present this report in the hope and confidence that it can inspire action which will relieve our central business district parking headache."

For Membership information the report and recommendations have been reproduced as a special insert to this issue of Bay Region Business, see "Prescription For Parking."

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Cleeve, Jr., Asst. Editor

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S.F. Chamber Will Host Hundreds of Executives At A.C.C.E. Meet Here

Executives of the nation's Chambers of Commerce will converge on San Francisco next week as the 40th annual conference of the American Chamber of Commerce Executives (A.C.C.E.) opens at the St. Francis Hotel, with the San Francisco Chamber hosting.

G. L. Fox, General Manager of the San Francisco Chamber, said this organization for many months has been making elaborate preparations for the conclave which will begin officially Sunday, September 26, and last through Wednesday, September 29.

Fox is chairman of the A.C.C.E. Hosts Committee and serving with him from this Chamber are Marie A. Hogan, Secretary, Robert M. Shillito, Assistant General Manager, and Joseph R. Mixer, Domestic Trade Department Manager. Walter Brown, Publicity Department Manager, is vice-chairman of the A.C.C.E. Publicity Committee.

Chief hosting organization for the conference is CACOM—California Chamber of Commerce Managers—whose president, Linn Winterbotham, is secretary-manager of the Palo Alto Chamber of Commerce.

A.C.C.E.'s president, Russ Pettit, is another northern Californian; he is general manager of the San Jose Chamber of Commerce.

Fox said the four-day conclave will be sparked by highly worthwhile addresses, panel sessions, workshops, and colorful social events. Top-notch speakers include James Mussatti, general manager, California State Chamber ("Forty Years of Growth for the Future"), Bruce Palmer, president, New Jersey.

(Continued on Page 2)

Know Your Chamber

—Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

INDUSTRIAL DEVELOPMENT

Payrolls are to life blood of a community and the creation of new jobs for Northern California's rapidly expanding labor force is the primary function of the Chamber's Industrial Department.

San Francisco has long been the industrial, business, trade, financial, transportation and communications center of the Western United States. The continued and healthy growth of the vast Bay Region industrial complex is the concern of this Department. The Industrial Advisory Committee, composed of some of the leading manufacturers in the region, directs the Department's activities.

The comprehensive program of the Department

(Continued on Page 2)

Chamber To Support State Propositions 1, 5, 9, 11, 14, 15; Will Oppose Number 8

Support of six State Propositions on the November 2 general election ballot and opposition to Proposition No. 8, providing tax exemption of commercial and fishing vessels, has been voted by the Chamber's Board of Directors.

In taking action, the Board approved reports resulting from studies of the propositions by the Chamber's Tax Section headed by Henry C. Judd.

Propositions approved by the Chamber are:

Proposition No. 1—The \$175,000,000 Veterans Bond Act of 1954. In the 33-year history of the California Veterans Farm and Home Purchasing Plan there has always been money available in the fund to cover the bond obligation, both principal and interest. This has had the effect of making the bonds in fact self-liquidating, and there is no known opposition.

Proposition No. 5—The exemption of vessels from local property tax. Ocean-going merchant vessels have been exempt from local city or county personal property taxation since 1914. Proposition 5 would make permanent the existing exemption of a vessel weighing more than 50 tons, registered at a port in California, and engaged in the transportation of freight or passengers. Maritime states provide the same or similar tax exemptions. The measure will in no manner lessen the tax revenues now received.

Proposition No. 9—Extension of church property tax exemption.

Proposition No. 14—College property tax exemption.

The only purpose of both these propositions is to make clear that the constitutional amendments voted in 1952 were intended to include land on which churches and college buildings are being constructed.

Proposition No. 11—To provide an increased property tax exemption, not to exceed \$5,000, on the specially built homes of disabled veterans who lost the use of both legs in the armed services. Only seven such paraplegic veterans live in San Francisco. These veterans, the most disabled of all, are supported entirely by their veterans compensation. In many cases, because of the special ramps and plumbing facilities in their homes, they are denied the standard \$1,000 veteran's exemption.

Proposition No. 15—To authorize the legislature to extend the welfare property tax

exemption to a building and its equipment in the course of construction together with that land on which the building is located. The amendment clarifies the law and extends a long recognized principle of not taxing religious and charitable institutions.

Proposition No. 8, opposed by the Chamber, would extend the exemption from local property taxation of freight and passenger vessels of California registry to deepsea fishing vessels engaged in fishing outside California water. Under the present law, fishing vessels are taxed as property.

Honolulu Businessmen Plan Visit Next Month

Top San Francisco business executives will entertain between 25 and 50 Honolulu Chamber of Commerce guests during a good-will trade development trip to San Francisco October 21-23, according to George F. Hansen, Chairman of the Chamber's Hawaiian Affairs Section.

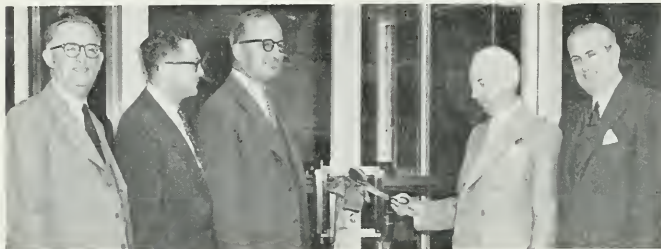
Stanton R. Haight, Chairman of the Inter-City Section, which last year made a trade development trip to Hawaii, announced that his group will cooperate in entertaining the visitors. "We were enthusiastically and courteously received in Hawaii last year," Haight said. "We are going to make every effort to entertain and acquaint our visitors with the advantages of doing business in San Francisco."

The tentative program calls for business conferences, industry tours, receptions, luncheons and entertainment.

Chamber Action

Highlights of the Past Two Weeks:

1. Made thorough study and recommendations on State ballot measures (P. 1)
2. Completed plans for hosting of national Chamber executives group (P. 1)
3. Held purchasing meet with Ford officials (P. 2)
4. Scheduled "Grand National" participation (P. 3)
5. Planned hosting of Honolulu leaders (P. 1)
6. Entertained Burmese delegation (P. 3)
7. Took action in transportation cases (P. 3)
8. Recognized achievements of local television stations (P. 4)
9. Slated hosting of Mining Congress (P. 2)



CHAMBER OFFICERS helped Southern Pacific unveil its new, "every-customer-is-first-in-line" ticket office at 95 Market Street on September 13. President John B. Watson (center), waits with the office key in his hand for Thomas A. Brooks, Chief Administrative Officer of the City and County, to cut the

ribbon. Left to right, the group includes Karl Stull, Managing Director of the Retail Credit Association; Carl A. Boller, Jr., President of the Junior Chamber; Watson, Brooks and D. J. Russell, President of the Southern Pacific Company.

Chamber Cooperating in American Mining Meet

The Chamber's Mining Committee will play an important part next week's American Mining Conference to be held at the Civic Auditorium in San Francisco, it was revealed today. Phil R. Bradley, Jr., Committee Chairman, together with seven members, are serving on various committees in charge of arrangements for the nation-wide gathering.

Worthen Bradley, president of the Bradley Mining Company and Donald L. McLaughlin, president of the Homestake Mining Company, are co-chairmen of the Congress' local General Committee.

Granville S. Borden, Jack How, Albert Knorp, H. A. Sawin and Sam H. Williston are all serving on arrangements committees.

Congress dates are September 20-24.

Top government officials, prominent members of both Houses of Congress and leading mining men will present their viewpoints on government policies, national legislation and tax matters affecting mining, Bradley said.

Delegates will include top management down to key men right on production jobs.

Concurrently, a Mining Show in the auditorium will exhibit latest developments in mining, milling and exploration machinery and equipment.

Know Your Chamber

— Its Departments and Services

(Continued from page 1)

ment touches on every phase of industrial development and manufacturing. Through personal calls and selective direct mail contacts, industrial leaders in all parts of the country are informed of the advantages of locating in San Francisco and the Bay Region. The program involves the development of extensive reports on all phases of manufacturing and marketing.

Improvement of local, state and national conditions under which manufacturing is conducted—such as providing for new industrial land, re-development, curbing government competition with private industry — is another phase of activity. Assistance is given Bay Region manufacturers to develop new

Ford Purchasing Sought

Stimulation of sales by local manufacturers to Ford Motor Company's regional operations was the object of a special meeting held Wednesday by the Chamber's Manufacturers Committee with C. E. Walls, Ford's West Coast Purchasing Representative.

Accompany Walls was L. J. O'Donnell, his assistant in the important purchasing post. The conference involved over 50 members of the Manufacturers Committee and the Chemical Industries Section. Joseph R. Branstetter, Manufacturers Committee Chairman, presided.

Food Handling Course

Chamber members associated with the food-handling business may be interested in a free educational health course at the Health Center Building, 101 Grove Street, under sponsorship of the San Francisco Department of Public Health and the Board of Education.

Began September 13, the 7:30-9:00 p.m. sessions will continue Monday evenings, September 20 and 27 and Wednesday evenings, September 22 and 29.

The course includes five instructive and entertaining moving pictures on food handling, and demonstrations of "black light" and the Geiger Counter. Classes are open to anyone and inquiries may be directed to the San Francisco Health Department, UNderhill 1-4701, Ext. 27.

products, and to encourage Bay Region processing of Northern California raw material.

The long range objectives, policies and programs set by the Industrial Advisory Committee are carried out by four Committees and two Sections—all operating within the framework of the Industrial Department. The Committees are: Mining, Manufacturers (with its Chemical Industries Section), Technical Projects (with its Building Code Section) and Industrial Development.

The Industrial Department this year has stepped up the tempo of all phases of the program to attract new industries to the Bay Region and encourage the expansion of local plants.

All the varied operations of the Department are directed to one primary objective—"The San Francisco Bay Region is the best location for many factories to make things better for more people at less cost."

Chamber to Host ACCE Delegates Sept. 26-29

(Continued from Page 1)

sey State Chamber ("Information—a Springboard to Understanding"), Dr. J. E. Hobson, director, Stanford Research Institute ("What of the Future?"), and Clem D. Johnston, president, Chamber of Commerce of the United States ("The New Renaissance").

Subjects to be discussed in panel sessions include Present Chamber Activities in Charity Solicitations, Reviews and Approvals; Dollars from Quarters; Community Affairs in the Smaller Center; Community Affairs in the Larger Center; Membership Development (to be chairmanned by the San Francisco Chamber's Joseph M. O'Donohue, Membership Department Manager); Organization Affairs in the Smaller Center; Organization Affairs in the Larger Community; Annexation and Fringe Area Problems; and What's Being Done to Bolster Local Economies.

Special events will include a "civic development field trip," a bay cruise on the "Harbor Queen," courtesy Harbor Tours, Inc., dinner hosted by the Oakland Chamber at Lake Merritt, a shopping tour for the ladies, luncheon at the Cliff House for the ladies, a reception at the Top o' the Mark, and dinner at Bimbo's 365 Club.

"We at the San Francisco Chamber plan to do our utmost to make you feel at home in our city," said Fox in a pre-conference message. "We feel certain you'll get lots from the sessions that will help you—and have a grand time doing it."

Fox said the prime purpose of the annual conclave is to increase Chamber executives' understanding of Chamber of Commerce objectives and procedures for the succeeding year "through comprehensive, hard hitting sessions."



BABY FORMULAS, INC. celebrated the opening of its new \$160,000 plant at 3572 Sacramento St. in a three-day open house event this week, and participating in congratulatory ceremonies were (left to right): L. M. Holland, C. E. Anderson and Joseph Branstetter—Manager of the Chamber's Industrial Department, Department Assistant Manager and Chairman of the Chamber's Manufacturers Committee, respectively. Explaining a bottling operation is owner Edward Wenner who with his wife, Sam, began the unique business of supplying special baby formulas in 1947. The new plant is said to be the first in the United States and probably in the world, for the commercial production of individual formulas to physicians' prescriptions.

C of C to Participate Again in Grand National Livestock Exposition

The annual western-style extravaganza that spotlights San Francisco's focal position in a land of rich agricultural and livestock production is getting primed to open its doors to an estimated 140,000 spectators this year.

It's the Grand National Livestock Exposition, Horse Show and Rodeo—the "Show of National Championships" which, playing this year in San Francisco's famed Cow Palace October 29 through November 7, will celebrate its tenth anniversary with five national championships.

Serving as the showcase for the great agricultural industry of California, the Grand National is expected to bring more than \$9 million in new money to circulate in the San Francisco channels of trade at the retail level.

Chamber Participation

Recognizing the importance of the 10-day event and the industry which it points up, Carl L. Garrison, Chairman of the Chamber's Livestock Exposition Section, said that the San Francisco Chamber will participate in the following manner:

A "Chamber of Commerce Night" will be sponsored October 29 with special blocks of seats reserved for Chamber Officers, Directors and Committeemen.

A highlight of the evening will be the presentation of the Chamber's annual "Livestock Man of the Year" award to the person selected as having contributed most significantly to the State's livestock industry.

Throughout the Grand National the Chamber will maintain a hospitality "booth" just outside the giant arena.

Blue ribbon cattle, swine and sheep from all parts of the country will compete for \$89,261 in premiums. There will be top-flight western exhibitions, daring rodeo contests, glamorous horse show classics and breath-taking arena entertainment.

Foreign Policy Meet In Oregon October 5-6

Problems faced by the United States in the Far East will be discussed at a businessmen's Conference on American Foreign Policy in Portland, Oregon, October 5-6, according to the Chamber's World Trade Department.

The principal speakers will be Under Secretary of State Walter Bedell Smith, U.S. envoy to the recent Geneva conference, and Assistant Secretary of Defense Thomas P. Pike. The conference is jointly sponsored by the U.S. Chamber of Commerce and the Portland Chamber. Additional information may be obtained from the Chamber's World Trade Department, EXbrook 2-4511, Local 46.

Committee Meetings

SHIPBUILDING COMMITTEE—September 20, Room 209, Chamber, 3:45 p.m.

RETAIL MERCHANTS ASSOCIATION—September 20, Colonial Manor, 2000 Euclid St., 12:15 p.m.

Agenda: Fall retail membership course.

WORLD TRADE ASSOCIATION—September 22, Domino Club, 25 Trinity Place, 12 noon.

Agenda: James S. Baker, WTA President, will report on others' term of conditions in recent Far East trip.

MUNICIPAL CONFERENCE—September 23, Room 209, Chamber, 3:45 p.m.

LEGISLATIVE & NATIONAL AFFAIRS—September 28, Room 209, Chamber, 3:45 p.m.

Agenda: Propositions to appear on November 2, 1954 ballot.

World Trade Assn. Hosts Burmese and Philippine Trade Delegations Here

Officials of the Chamber's World Trade Association and World Trade Department currently are aiding in the hosting of a large Burmese Government Purchasing Mission, visiting this area to arrange for the procurement of equipment and supplies and to discuss possible joint undertakings with local firms.

The Chamber is cooperating in setting up meetings for the delegation.

It has been unofficially estimated that the present Mission may place orders in the United States and elsewhere in the value of \$50 million, according to the San Francisco Field Office of the United States Department of Commerce.

For further information on proposed purchases to be made by Burma, and on the current delegation visit, Chamber members are urged to contact the World Trade Department, EXbrook 2-4511, Ext. 46.

Foreign Service Officers Here

In other action this week, the World Trade Association hosted J. W. Vander Laan, Commercial Attaché of the American Embassy, Taipei, Formosa, at luncheon where the diplomat spoke on the "Economic Picture in Formosa."

Other American Foreign Service officers in the area this fortnight are Carl H. Boehringer, newly appointed Commercial Counselor for Economic Affairs at the American Embassy in Manila, Republic of the Philippines, and Mr. Clyde W. Snider, newly appointed Economic Officer, American Embassy, Djakarta, Republic of Indonesia. All of these men are available to confer with San Francisco businessmen during their stay.

Last week the World Trade Department

Northern California Firms Show Rising Interest In West's First "A-Vaults" Near Santa Cruz

Northern California firms are indicating ready acceptance of the value of the west's only atomic-proof vaults hidden away in the "Santa Cruz Mountains near Felton.

To date, companies such as Metropolitan Life, California Savings and Loan, Marchant Calculators and county governments such as San Mateo County have sent their important records to the Western States Atomic Vaults, a stronghold carved out from an old Southern Pacific Railway tunnel at Zayante.

Capitalizing on nature-given elements surrounding an installation that would require an estimated million dollars to replace, Western States Atomic Vaults engineers planned, produced and are now miking available a vault of 46,000 cubic feet, 241 feet long and 23 feet high. Heavy steel doors are set in re-

Transportation Dept. Active in Rate Case, Freight Car Situation

Exceptions to the proposed report of an Interstate Commerce Commission examiner were filed by the Chamber's Transportation Department this week in the case involving suspended rates on a few select commodities moving by truck from the Los Angeles and San Francisco areas to the Pacific Northwest.

The examiner found the proposed rates from Los Angeles "reasonable and not unlawful" but made no similar finding for the San Francisco rates. This will be challenged.

In other recent action, the Transportation Department leveled sharp criticism at the "dirty freight car" situation uncovered by a Pacific Coast Shippers Advisory Board survey which showed more freight cars released by San Francisco consignees are left with debris and damage than in most other large cities.

Walter A. Rohde, Transportation Department Manager, charged the high standards applied by San Francisco agents of the railroads in judging cars are not being observed by agents elsewhere, with the result that San Francisco has been placed in an unfavorable light by the survey.

He did indicate, however, that the number of dirty cars released here is unnecessarily high and should be reduced to save costs and delays involved in cleaning cars.

and Association also were instrumental in the hosting of 15 members of the Philippine Bell Trade Act Revision Commission, visiting San Francisco en route to Washington, D.C.

inforced concrete, the vaults are said to be completely atomic- and hydrogen-bomb proof.

Some 70 miles south of San Francisco, the vaults are readily accessible by automobile and offer these services:

Proper humidity control for microfilm, safe, quick record-keeping, special handling, chartered transportation, blanket coverage insurance and 24-hour guard duty.

"Certainly the new vaults will fit admirably into the business economy of San Francisco and Northern California," said Chamber General Manager G. L. Fox.

Jules Carbone is chairman of the board of Western States Atomic Vaults, Inc. T. W. Thompson is president and Daniel Tinney is secretary-treasurer. Offices are 111 Sutter Street, Suite 512.



Vaults are easily accessible by motor; outside appearance gives no indication of vast storage space inside—46,000 cubic feet in a room 241 feet long.



Vault guards and Chairman of the Board, Jules Carbone (third from left) prepare to store first important records in the Western States Atomic Vaults.

Hitting the High Spots

With Walt Brown

WEST WINDS, Inc., 1035 Battery, operators of the extensive facilities of the former General Engineering and Drydock Corp., has announced a new industrial machinery service. West Winds is equipped to service or repair industrial machinery of any size, on a 24-hr. service basis, according to C. Douglas Echols, sales mgr. . . . **HISTORICAL ITEMS** about your business firm; if you want someone to watch for them, from the years 1855 to 1900 and notify you if he finds any—all free of charge—drop a card to Louis J. Rasmussen (an employee of the **SAN FRANCISCO EXAMINER**); address him at his home, 1204 Nimitz Drive, Colma. He's doing on independent research job in the old Daily Evening Bulletin and early Examiner issues, and a gratulatio-by-product may be one or more interesting historical bits about your firm . . . **BENNO LOWY**, local consulting chemist, has been awarded a Doctorate in Chemistry from the Technical University of Vienna, Austria. Dr. Lowy is owner of the Pacific Chemical Laboratories established in SF in 1918 . . . **CHART-ART STUDIOS** at 2 Pine St., have just become Chamber members; they specialize in free-hand brush and pen lettered charts and graphs for sales meetings, presentations, reproductions, etc.—Work "dedicated to individual needs" . . . **WILLIAM K. OPDYKE**, another new C of C member, announces exclusive west coast distributorship for some ingenious new equipment for industry and commerce: "Contouro" and "Constot," devices that will reproduce any printed, written or drawn material in less than a minute . . . **WANT TO EXHIBIT** at the 45th Western Forestry Conference, Fairmont Hotel, Dec. 7-10? Engineering, forest fire control equipment, aircraft, forest insecticides, etc., would be welcome. Contact Western Forestry and Conservation Assn., 712 U.S. Nat'l Bank Bldg., Portland 4, Oregon.

Maritime Academy Grads Available for Industry

Hugh Gallagher, member of the Board of Governors of the California Maritime Academy, announces that many qualified young engineers, just graduated from the Academy, are available for positions with firms whose managements are interested in developing executive potentials.

"Several of these boys have already been asked to enter some of the large engineering firms in America," Gallagher said. "It occurred to me that there would be many firms in this State which would like to consider some of these outstanding youngsters for executive training."

He said the graduates' records are obtainable from Commodore Russell Ihrig, Superintendent of the Maritime Academy at Vallejo. Ihrig will assist in finding graduates qualified for particular company needs, Gallagher said.

Chamber Prexy Covers Local TV Field In Whirlwind Series of Commendatory Visits

Ever watch a Chamber of Commerce President trying to keep up with the whirlwind advances of modern-day television?

More exciting than the head-pivoting operation of watching a three-ring circus.

And more significant.

Take John B. Watson, President of the San Francisco Chamber of Commerce, for instance—and Television Stations (list them alphabetically, now!) KGO-TV, KPIX and KRON-TV . . .

—San Francisco's three-ring circus of the video waves . . .

On Tuesday of this week—Tuesday, that is—September 14—just one day—President Watson did this:

COMMENDED KGO-TV and **Richfield Oil Corporation** on the latter's sponsored series, "Success Story" featuring outstanding business accomplishments; presented a citation of merit—a "Chamber of Commerce Television Award for Public Service"—to L. C. Gilworth, Richfield regional sales manager, for the excellence of the programs and their contribution to the business life of San Francisco . . .



L. C. GILWORTH, regional sales manager, Richfield Oil Corp. (left), receives "Success Story Day" proclamation from Mayor Elmer E. Robinson (center) while Chamber President John B. Watson adds congratulations.

HONORED KPIX' NEW OWNERS, Westinghouse Broadcasting Company, at a dinner hosted by Westinghouse's vice president, Walter J. Maytham, saluting Westinghouse's president, C. J. Witting, and the management of KPIX . . .

CONGRATULATED KRON-TV on being the first local station to begin a regularly

scheduled "color spectacular" program series, Sunday, September 12—"Satin and Spurs" starring Betty Hutton—first of a series of Broadway-type shows to be telecast in color on a continuing basis.

Telecasting Milestone

Harold P. See, KRON-TV manager, referred to his station's color series as a milestone in local telecasting. He said they will continue September 25, October 11 and October 17; and Saturdays, Sundays and Mondays once monthly thereafter. (KPIX and KGO-TV have already telecast experimental color programs but had not gone into a regular series.)

See's comment to Watson on the new color series was: "Excellent—going to build a lot of new business. Owners of black and white sets will get a fine show, and of course color television set owners will get a big new treat."

"This is a new departure in television network programming, and we know it will tremendously stimulate the industry."

New KPIX Ownership

At 6:00 p.m., Tuesday, President Watson joined KPIX and Westinghouse Electric Corporation officials at the Fairmont Hotel for dinner saluting the new station ownership. Watson referred to the move as "an indication of the expanding importance of the Pacific Coast in business . . . a major expansion of Westinghouse's facilities in the Bay Area."

"Success Story" Tribute

At 8:00 p.m. Tuesday, President Watson attended a dinner in another room of the Fairmont Hotel honoring KGO-TV and Richfield Oil Corporation for the latter's first year anniversary of its "Success Story" programs. Watson presented a citation to Richfield officials for their contribution to the "increased public enlightenment and awareness of the enormous growth and benefits of commerce and industry in Northern California." Mayor Robinson, in a later telecast on the program saluting "Shopsmith," read his proclamation naming Tuesday as "Success Story Day." He pointed out that in the first 21 weeks the show rose to the highest program rating ever achieved by a "live" telecast produced in Northern California and was presented five top Academy Awards out of a total of 14 available for all telecasts in this area.

—And that's how the San Francisco Chamber's President kept abreast this week—all in one day—of developments in one of the most important fields of modern living and commercial enterprise!

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Glass, Jr., Asst. Editor

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Chamber Approves Three Additional State Ballot Measures

The Chamber's Board of Directors, acting on reports of the Tax Section signed by Chairman Henry C. Judd, has voted to support three additional State propositions on the November 2 ballot relating to school bonds, alcoholic beverage control and pay of legislators.

Approved were Proposition 2, authorizing issuance and sale of \$100,000,000 of State bonds to provide loans and grants to school districts for sites, buildings and equipment; Proposition 3, which would separate liquor control from tax administration; and Proposition 6, which would increase the compensation of each member of the legislature from \$300 to \$500 per month.

The Board action resulted from extensive studies by the Tax Section. The Chamber already is on record in support of Propositions 1, 5, 9, 11, 14 and 15; and in opposition to Proposition 8.

Know Your Chamber — Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

RESEARCH

The primary function of the Research Department is service—work to recognize the significant economic trends and to share the findings at industry and community levels; provide major centralized facility for basic information sources and economic data regarding business and industry resources of San Francisco and other western market areas.

The Department's staff responds to about 75,000 inquiries annually—50,000 emanate from the telephone and over-counter requests and about 25,000 are written requests. In addition to a wide range of requests for factual and technical information, the Department services requests from many thousand prospective tourists and settlers interested in coming to San Francisco to visit or to make their home; inquiries concerning educational opportunities, and requests from students and libraries for basic information.

Member firms, business opportunity seekers, potential investors in San Francisco, market research agencies, trade journals, publishers of encyclopedias, Chambers of Commerce, trade associations, governmental agencies and many other groups seeking economic information regarding San Francisco's resources are answered.

The Department makes a monthly survey and report on current developments in the business and industrial fields in San Francisco.

(Continued on page 3)

Oil Industry Will Be Spotlighted Oct. 10-16: "Oil Progress Week"

How petroleum influences the every-day life of the nation's citizens will be pointed up in San Francisco Oct. 10-16 during the observance here of National Oil Progress Week.

The event will be sponsored by the local oil industry in cooperation with the Oil Industry Information Committee of the American Petroleum Institute. Daniel J. Pickrell, president of Pexco, Inc. and consulting geologist, is chairman of the San Francisco Oil Information Committee sponsoring the local observance.

"Oil serves you" is the theme for the Week, seventh annual of its kind, which will be highlighted by petro-chemical displays throughout the city, several special radio and television programs and approximately 10 special civic luncheons.

Fleet Admiral Chester W. Nimitz will speak on "Oil and National Security Today" at an Oil Progress Week luncheon to be held at the San Francisco Commonwealth Club Monday, October 11. Sponsors will be the Club and the local Committee and it will honor West Coast oil companies, the majority of whose top executives will be in attendance.

The San Francisco Chamber of Commerce will honor the observance in advance through its World Trade Association which will sponsor an Oil Progress Week luncheon Wednesday, October 6.

Chamber to Participate In Important Shipwork Hearing, Civic Event

The shipbuilding, maritime and allied industries, labor, and the local business community represented by the San Francisco Chamber will present testimony on the problems and capabilities of local yards October 6 at a San Francisco hearing of the special Shipbuilding Subcommittee of the House Merchant Marine Committee.

The hearings, recommended by the Chamber's Board of Directors last July 22, are designed to provide Congress with a clear and documented picture of the West Coast shipbuilding program.

Three Bay Area Congressmen, John J. Allen, Jr., of Oakland, and William S. Mailiard and John F. Shelley of San Francisco are members of the Subcommittee.

The Congressmen, who have "done a real job" for the West Coast Shipbuilding Industry, will be honored at a luncheon Wednesday noon, October 6, at Pier 44, upper level, foot of Berry Street at Embarcadero. Reservations may be made with William H. Quayle, Propeller Club, 20th and Illinois, telephone MArket 1-3200, Ext. 241.

W. P. Fuller, III, Chairman of the Chamber's Shipbuilding Committee, has named T. Douglas MacMullen as Chairman of a subcommittee to coordinate testimony to be presented. The Congressmen will tour local shipyards the morning of October 6 and open hearings at 2 p.m. in the Board of Supervisors Chambers at City Hall.

Chamber's Recommendations for Produce Market Site Redevelopment Gains Supervisors' Support

The Chamber's recommendations that the present wholesale produce market area and the South Basin Temporary War Housing Area—the proposed new site for the market—be declared for redevelopment, gained support when the Board of Supervisors Monday ordered studies to determine whether they

are "blighted areas."

The present drive to relocate San Francisco's antiquated and crowded wholesale produce market was sparked by action of the Chamber's Board of Directors on June 17. The Board approved the proposals of the Agricultural Committee resulting from years of study by the Produce Market Site Section headed by Ray B. Wiser.

Chamber Agricultural Committee representatives, backed by representatives of the Chamber's Industrial Development Committee, carried their fight for the Chamber proposals before the Industrial and Commercial Development Committee of the Board of Supervisors on September 23, which recommended the studies. The City Planning Commission and the Redevelopment Agency will make the studies which will determine whether both areas qualify for redevelopment.

Appearing in behalf of the Chamber before the Supervisor's committee was Wiser, who presented the Chamber proposals and

(Continued on page 3)

Chamber Action

Highlights of the Past Two Weeks:

1. Planned representation of business at important shipbuilding hearing and sponsorship of special luncheon (P. 1)
2. Secured Supervisors' approval of produce market site plan (P. 1)
3. Analyzed and took stand on three additional State ballot measures (P. 1)
4. Planned Retail Sales Course (P. 3)
5. Scheduled additional "Fleet" events (P. 3)
6. Planned State College luncheon (P. 3)

General Business Activity

AUGUST, 1954

TREND

The trend of general business activity in San Francisco and the Bay Area turned up sharply to a new August high, bringing the eight months' activity practically to last year's record level. The San Francisco Chamber of Commerce August business activity index of 126.7 topped the preceding month by 4.4% and the same month last year by 4.2%; the eight months average of 123.8 came within 0.4% of last year's record. In several fields, the cumulative activity this year exceeded last year's volume: San Francisco total building permit value gained 23%; residential value, 59%; and the number of dwelling units authorized, 69%; the market value of shares traded on the San Francisco Stock Exchange rose 37%, postal receipts, 5%; in the utility field, sales of industrial and commercial gas, electricity, and residential water surpassed last year; in the transportation field airport traffic, truck movements were above last year.

TRADE

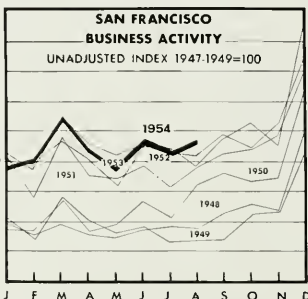
The San Francisco retail department store sales reported by the Federal Reserve Bank of San Francisco led all important major cities in the District during August and for the eight months period. Compared to a year ago, August sales in San Francisco were up 4%, in California and the 12th District sales were equal to last year. Apparel stores in San Francisco during August and the first eight months also reported the best sales showing of any city in the District. Large stores reporting to the Department of Commerce revealed July sales in San Francisco above a year ago in a few lines with increases of 10% in grocery and women's ready-to-wear stores, 16% in lumber and building material dealers, and 6% in tire, battery and automotive accessory dealers, and 4% in department stores. Merchant wholesalers sales on the Pacific Coast reporting to the Department of Commerce in July revealed dollar sales 9% lower than a year ago compared to a reduction of 7% for the nation. Sales in two Pacific Coast lines increased, grocery were up 2% and furniture and household, 7%.

CONSTRUCTION AND REAL ESTATE

In the nine bay counties during August, 3,443 dwelling units starts were reported by Department of Labor compared to 2,163 a year ago, or a gain of 59%. The eight months total starts of 26,692 dwelling units was 25% above last year. In San Francisco August building permits value amounted to \$5,069,583 and were 38% above last August and the eight months total of \$38,923,399, represented an increase of 23%. Residential value was up 185% in August and 59% for the eight months period. August real estate transactions in San Francisco topped last year by nearly 4% with 1,419 deeds recorded compared to 1,367 of a year ago.

EMPLOYMENT

Estimated employment in the six-county metropolitan area in August by State Department of Employment at 1,021,300 represented an increase of 11,800 over July, but was 1.8% below August last year. Industry groups reporting gains over last year included finance, insurance and real estate, 0.8%, service, 2.1%, agriculture, 5.5%. In the manufacturing industry group employment was off 5.2% in August but the average weekly earnings were above a year ago. Employment in the retail trade industry and



wholesale was only slightly below last year amounting to 0.5% and 0.4%, respectively, but in transportation, communication and utilities group was down 3.3% and government employment was down 2.3%. August unemployment in the area amounted to 4% of the labor force compared to 4.5% in July and 2.7% in August last year.

FINANCE

August bank debits for the five bay cities reported at \$3,983,301,000 were up 6.0% but eight months total of \$30,923,810,000 was 0.8% below a corresponding period last year.

San Francisco August debits of \$3,172,243,000 were up 6% and the eight months total of \$24,802,421,000 was 0.2% above last year. Market values of shares traded on the San Francisco Stock Exchange in August were up 76% and the eight months total, 37%. Commercial failures in San Francisco were identical to a year ago in August, totaling 13.

TRANSPORTATION

Bay Area index of truck movements was up 7.2% in August but freight car movements settled 16%. July San Francisco plane traffic, latest available, was up 14% over a year earlier and passenger traffic 15.7%. During August 110,652 out-of-state passenger cars entered Northern California, an increase of 1.7% over a year ago. Port of San Francisco revenue tons in August was off 16.5% and Bay ship arrivals, 9.5%.

UTILITIES

Industrial and commercial gas sales in San Francisco during August were up 1.4% in August and 0.2% for the eight months. Electrical energy sales were off 0.8% in August but up 2.4% for the eight months. Industrial and commercial water consumption was off 2.8% in August; 0.5% for the eight months.

FOOD PRICES

San Francisco retail food price index in the eight months average, 0.4%. August at 114.3 was 0.8% above a year ago

AUGUST BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	AUGUST 1954	% from 1953	8 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITSTotal Number	126.7	4.2	123.8	-0.4
.....Value	781	12.5	5,807	0.8
.....Single-Family Units, New	5,069,583	3.8	38,923,399	22.7
.....Residential, New	3,350,493	18.2	17,208,496	59.4
.....Dwelling Units	376	26.0	1,800	68.8
.....Non-Residential, New	728,646	55.9	13,791,682	19.1
.....Addns., Alterations and Repairs	90,444	16.4	7,923,219	15.6
REAL ESTATE—Deeds RecordedNumber	1,419	3.8	11,334	-10.0
*RETAIL DEPARTMENT STORE SALESIndex	117	6.4	101	-11.0
FINANCE—Bank Debits\$	3,983,301	6.0	24,802,421	0.2
.....Postal Receipts	2,511,333	1.7	21,540,753	0.3
.....S. F. Stock Exchange	1,550,624	58.0	8,061,667	-34.8
.....Market Value \$	26,953,481	76.2	189,516,469	36.8
.....Number	13	0.0	122	22.0
*COMMERCIAL FAILURES				
INDUSTRY TREND—Bay Area Counties Total Employed	1,021,300	-1.8	1,002,424	-2.1
.....Manufacturing—Average Weekly Earnings.....(Dollars)	81.79	4.1	78.00	-4.8
.....Manufacturing.....(Employment)	211,200	5.2	206,260	-2.4
.....Construction, Contract	1,630,000	0.0	62,200	1.3
.....Finance, Ins., Real Estate	66,100	0.0	63,100	0.0
.....Retail Trade	1,000,000	-0.5	169,150	-1.0
.....Wholesale Trade	1,500,000	1.7	170,000	-0.3
.....Service	207,000	2.1	209,500	2.2
.....Trans., Comm., & Utilities	111,200	1.3	110,500	-0.2
.....Agriculture	22,000	5.5	20,200	-2.3
.....Govt.—Fed., State, City	86,100	2.3	86,200	0.1
.....Other	2,300	0.0	2,100	-1.0
TRANSPORTATION FRT. Car MovementsNumber	13,436	-2.5	107,580	-10.1
.....S. F. Airport—Planes In and Out	11,724	11.0	75,000	11.3
.....Passengers Off and On	211,195	15.7	1,108,613	-8.0
.....Air Mail Loaded & Unloaded	2,188,897	6.5	16,167,567	-1.1
.....Air Express Loaded & Unloaded	185,875	1.7	1,426,863	2.0
.....Air Freight Loaded & Unloaded	4,193,888	1.3	23,767,803	8.3
.....Rail Express Shipments	101,669	0.0	18,546	15.5
.....Truck Movements—S. F. Area	155,000	7.2	141,800	0.8
.....Out-of-State passenger car entries into N.C.	110,652	1.7	545,453	2.6
PORT OF SAN FRANCISCO—Revenue TonsTotal	3,566	16.5	3,857	0.8
.....Coastwise	12,553	102.0	87,100	-1.1
.....Intercoastal	7,540	12.2	32,100	6.7
.....Foreign	176,760	19.7	1,784,500	1.4
CARGO VESSELS (S. F. Bay)—ArrivalsNumber	401	5	3,170	-4
.....Millions of Registered Tons	18,870	-10.1	15,033,447	-6.4
UTILITIES—Ind and Comm. Gas SalesCu Ft.	57,228,000	1.4	10,743,142,000	1.1
.....Elec. Energy Sales—k.w. hours	155,000	8.8	149	0.0
.....Water Consumption—Comm. and Ind.	110	3.2	1,271,310,000	-5.3
NEW DEVELOPMENTS—Tourist and SettlerIng. No.	8,265	9	9,666	1.1
.....Entry Bridge Vehicle Crossings	1,885	1.8	1,885	0.0
.....Golden Gate Bridge Vehicle Crossings	1,885	1.8	1,885	0.0
FRUITS AND VEGETABLE RECEIPTSCarlots	61	61	61	0.0
LIVESTOCK SLAUGHTER (Inap. Diets).....Number	18	3.0	183	0.5
*S. F. LIVING COSTS—All ItemsIndex	114.3	0.8	114.3	0.0
*RETAIL FOODIndex	114.3	0.8	114.3	0.0

New Series (1947-49 Average = 100) for preliminary data for the month of March, June, and September. Data for the month of March, June, and September are preliminary and subject to change. Data for the month of August are preliminary and subject to change. Data for the month of August are preliminary and subject to change. Data for the month of August are preliminary and subject to change.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Chamber to Sponsor Retail Sales Clinic

A concentrated Retail Sales Clinic for those interested in bettering their store salesmanship will be sponsored beginning October 27 by the Retail Merchants Association of the San Francisco Chamber of Commerce (R.M.A.), the Retail Dry Goods Association and the Distributive Education Department of the San Francisco Public Schools.

With the theme, "Sell More—It's Easy," the course will be taught by Reginald Y. Alexander, San Francisco Public Schools specialist in sales training. Classes will be held from 7:00 to 9:00 p.m. October 27, November 3 and November 10, in Nourse Auditorium, Commerce High School, Hayes Street and Van Ness Avenue.

Moderators for the three different sessions, respectively, will be R.M.A. President J. Howard Patrick of Patrick & Co., and Past R.M.A. Presidents J. P. Newbauer of Davis Schonwasser Co. and R. S. McConnell of the Robt. S. Atkins Co.

For complete information, telephone R. Earl Thompson, UUnderhill 3-4680.

Golden Fleet Plans Three More Cruises

The Chamber's Great Golden Fleet, famous throughout the nation for entertainment of distinguished visitors to San Francisco, has scheduled three additional events, according to "Commodore" Dan E. London.

The unique fleet of 17 luxurious yachts is one of the Chamber's most effective means of trade promotion and operates under the Domestic Trade Committee.

Additional activities scheduled by the fleet this year are:

Institute of Real Estate Management Cruise on Wednesday, October 13, from 10 a.m. to noon. The group represents the leading men in the property management field.

Honolulu Chamber Cruise on Friday, October 22, from 2:30 p.m. to 5 p.m. The cruise will be one of the highlights of a two-day visit of Honolulu Chamber members to San Francisco.

American Society of Travel Agents Cruise during the week of November 1-5. The fleet will entertain representatives of the leading travel agencies throughout the country, who influence many thousands of people to visit San Francisco.

Action on Produce Mart

(Continued from Page 1)

the results of a recent Chamber survey which showed that 55 out of 81 members of the Wholesale Fruit and Produce Dealers Association indicated a willingness to move to a new site under the right conditions.

Max Gruenberg, Chairman of the Industrial Development Committee's Produce Market Technical Subcommittee, presented a report on land characteristics and boundaries of the wholesale produce area prepared by a Section headed by Rex A. Daddisman, and a report on proposed alternative uses of the market site if it is moved, prepared by a Section headed by John B. Rodgers.

Use proposals included a state waterfront park, extension of the World Trade Center, medium income apartments, technical center, office buildings, public buildings, parking and light industrial establishments.

Also attending the meeting were James Q. Brett, Industrial Development Committee chairman, and J. W. Mailliard, III, Agricultural Committee chairman.

A Message to the San Francisco Business Community

On October 5th, San Francisco's major fund-raising appeal—the United Crusade—launches its third annual campaign. It will ask us to contribute \$6,150,000 for the support of 104 health and welfare agencies in San Francisco and Marin County.

This campaign is marked by double significance:

There is an urgent necessity to meet this goal to ensure the continuation of Crusade agency services.

There is also the vital need for the drive to succeed if the principle of federated fund-raising is to be preserved. Only by a successful campaign for its present agencies can the United Crusade prove that it can raise ALL the money for ALL health and welfare services. It will thereby encourage those agencies now outside the Federation to be included.

As business leaders we must realize that, more than any other element in the community, we are charged with a double responsibility to this campaign—*moral and financial responsibility.*

Our *moral responsibility* demands recognition of the fact that as community leaders we set the pace for growth and progress. We are all aware that a community is healthy only as the population is healthy—mentally, spiritually and physically. We know that a healthy community is vital to our own businesses. Our moral obligation is also apparent when we realize that the United Crusade was created to unify the multiplicity of appeals from the very agencies which are the lifeblood of our community health.

Since this is so, our *financial obligation* is self-evident.

As we are the pace-setters in the civic and business life of our community, we must then be the pace-setters for substantial giving to the United Crusade.

Big Program Planned For Honolulu Visitors

A thorough examination of the ways and means of increasing trade between the Territory of Hawaii and San Francisco will be made during the visit here of the Honolulu Chamber of Commerce trade delegation October 21-22-23, according to George F. Hansen, Chairman of the Chamber's Hawaiian Affairs Section.

Approximately 30 of Honolulu's leading businessmen, to date, have accepted the invitation of the Hawaiian Affairs Section to visit San Francisco. Committee officials are rapidly lining up sponsors and hosts for the event. "I believe the visit will be an extremely profitable one for San Francisco businessmen," Hansen said.

Chairmen of Committees planning the event are: Henry C. Judd, Financial; Larry Greer, Hosts; Andrew W. Lerios, Hotels; Victor A. Barbata, Transportation; S. R. Newman, Football Game Arrangements; Roy P. Cole and Stanton R. Haight.

Among the subjects tentatively scheduled for discussion are economic problems, market conditions and distribution facilities, San Francisco's interest in furthering development of Hawaii's new industries, and the West Coast market potential for Hawaiian products.

In addition, there will be industry tours, a joint luncheon of the Honolulu and San Francisco Chambers, receptions, a viewing of Cinerama, a cruise aboard the Great Golden Fleet, and the Stanford-Washington football game. San Francisco hosts will be assigned to each visitor.

Event Will Salute New State College Campus

National, state and local leaders will join the Chamber in honoring San Francisco State College at a luncheon Wednesday noon, October 13, in the Colonial Room of the St. Francis Hotel.

The event will salute the College's new \$13,000,000 campus, to be formally dedicated during the week of October 10-16.

Dr. J. Paul Leonard, beginning his tenth year as President of the college, will speak on "Higher Education and Industry... An Imperative Partnership." Chamber President John B. Watson will be Chairman of the Day.

The Chamber-sponsored luncheon will be a part of the activities during the week when the college will dedicate the beautiful new campus. Now in its 55th year, the institution has a faculty of 365 and an annual student enrollment of about 7,000.

The luncheon will be a tribute to all the distinguished State and City officials and college authorities who have worked to make the new campus a reality. Among the honored guests will be Dr. Roy E. Simpson, Dr. J. Burton Vasche, James S. Dean, John F. Peirce, Frank B. Durkee, Anson Boyd, Alan Post, State Senators and Assemblymen from the Bay Area, Congressman John F. Shelley and William S. Mailliard, Mayor Elmer E. Robinson, George J. Christopher, Herbert C. Clish, John H. Butler, Leo F. Cain, Judge Albert C. Wollenberg, Ernest Ingold and James S. Baker.

Know Your Chamber

—Its Departments and Services

(Continued from page 1)

cisco and the Bay Area; assemblies and develops annually a factual booklet, "San Francisco and the Bay Area Economic Summary and Yearly Review," used by the Chamber of Commerce in its contacts with new businesses and others planning expansion programs, writers specializing on San Francisco, educators and libraries interested in the current growth and development of San Francisco and adjacent markets.

The Research staff compiles a number of valuable directories including local organizations and associations, Federal Agencies and business firms, and a "Calendar of Events of Public Interest."

To simplify handling of the greatly increased volume of requests from prospective settlers, the Department prepared a new city map folder which included "A guide to points of interest in San Francisco," and a new census tract map of San Francisco.

The Manager of the Research Department serves as representative of the Cooperative Office program to make available to the business public the U.S. Department of Commerce publications services and information facilities supplied to this office, and as the Key Census Tract person for San Francisco.

The Research Department reference library has been expanded to include all San Francisco City Directories for the 91 year period, 1863 through 1953, and the latest available directories for 220 other cities. The Department also maintains a file of current telephone directories for 34 California cities and 124 key cities in the nation.

All of these sources of information and directories are maintained particularly to serve the members of the Chamber of Commerce and their business public.

Hitting the High Spots

With Walt Brown



AMERICAN CHAMBER OF COMMERCE EXECUTIVES held their 1954 Conference and 40th annual meeting in SF last wk. (Sept. 26-29) for the first time, with the SF Chamber as host. Shown above at opening ceremonies are (left to right) Mayor Elmer E. Robinson, A.C.C.E. President Russell E. Pettit of the San Jose Chamber, State Chamber General Manager James Mussatti and SF Chamber President John B. Watson. Mussatti was one of four new directors elected. President Watson and Mayor Robinson welcomes the delegates. . . . **WALTER A. HAAS, JR.**, is Chairman of this year's United Nations Week observance, to be held Oct. 18-24. Henry Grady, Jr., is Program Chairman. A full schedule of events, to be announced shortly, will point up U.N.'s accomplishments and urge solid support of the world organization by San Franciscans. . . . **THE PRESS & UNION LEAGUE CLUB** has a powerful comm. acting to secure the 10th general assembly of the United Nations here next year. The Club is providing resolution forms for organizations to fill in and send to U.N. headquarters in N.Y. . . . **FRANK L. PAGANINI**, pres. of Security Lithograph, has accepted chairmanship of SF's 1955 Printing week next Jan. . . . **ALVIN C. EICHHOLZ**, Mgr. of the Chamber's World Trade Dept., will speak on imports of major concern to manufacturers and retailers at an Oct. 7 Buyers and Representatives Dinner of the Western Merchandise Mart. . . . **SHAW-WALKER**, new Chamber member, has opened a handsome new display rm. at 36 Geary, according to Mgr. Richard Purlich. . . . **FLUORESCENT FIXTURES OF CALIFORNIA** has concluded arrangements with Parr-Richmond Industrial Corp. for erection of a new plant and offices on Show R. 'n So. SF—66,000 sq. ft. with future expansion facilities. . . . **WILLIAM F. HARPER** has been named admin. asst. to President William E. Blitts of General Metals Corp. . . . **NEW SOUND PROJECTOR:** A Norwegian firm is ready to export a small, low-priced 16 mm. sound film projector expected to fill an important need here according to the Royal Norwegian Consulate General at 244 Calif. St. Inquiries are invited.

Committee Meetings

SAN FRANCISCO MUNICIPAL CONFERENCE—Oct. 1-4, Room 200, Chamber, 1015 Market St., 10 a.m.

Agenda: Discussion of campaign strategy for measure 5, November election.

CONVENTION FACILITIES—Oct. 1-4, Room 200, Chamber, 1015 Market St.

Agenda: Presentation of proposals by A. D. H. H. S. F.

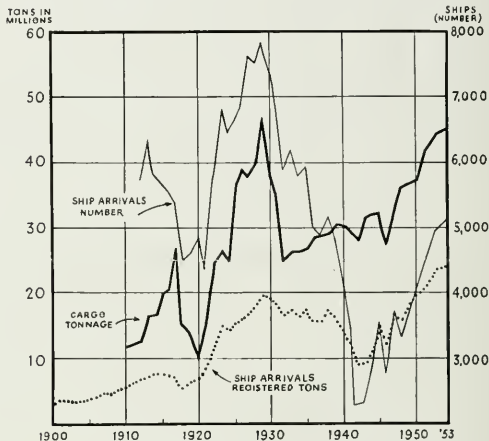
AGRICULTURAL COMMITTEE—Oct. 1-4, Room 200, Chamber, 1015 Market St.

Agenda: Discussion of National Livestock Show and Exposition, 1954, at Madison, Wis.

S.F.'s WORLD TRADE INCREASES

San Francisco Chambergraph* - - - - - No. 10

SAN FRANCISCO BAY WATERBORNE COMMERCE



BASIC SOURCES } Cargo Tonnage—U.S. Board of Engineers for Rivers & Harbors
Ship Arrival number and registered tons—Marine Exchange

CARGO TONNAGE REACHING NEW HIGH MARK

San Francisco Bay is foremost among Pacific Coast ports in tonnage of waterborne commerce, which reached 44,900,000 tons in 1953—the highest in 24 years and just short of the all-time high (see chart).

San Francisco Bay, a land-locked area of 450 square miles, "is the best harbor on the Pacific Coast and one of the finest in the world. The large sheltered deep-water area and a great amount of shoreline offer unlimited opportunities for terminal and industrial waterfront development," according to a report of the U.S. Board of Engineers for Rivers and Harbors.

The Port of San Francisco has developed modern facilities for handling the huge ships (registered tons) which ply the trade routes of the world.

*A regular feature . . . Ask the Chamber for Reprints: ENbrook 2-4511, Research Dept., Est. 13 or 14.

Proposition "B" Gaining Impressive Support

Impressive civic and community-wide support is developing for Proposition B on the November 2 ballot, the \$5,000,000 self-liquidating recreation center stadium bond proposal, according to Supervisor Francis McCarty, chairman of the campaign committee.

Already endorsed by the San Francisco Chamber and the Mayor's Bond Screening

Committee, Proposition B within the past two weeks has received support from many other civic and business groups as well as from a number of neighborhood and district clubs.

"Every organization we have contacted is for B," McCarty said. "In fact all the endorsements have been by unanimous vote."

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Honolulu Delegation to Visit San Francisco as Guests of S.F. Chamber

The City by the Golden Gate, led by the San Francisco Chamber of Commerce, will roll out the traditional big red carpet of welcome next week to more than 30 of Honolulu's leading businessmen coming here to build further upon the already strong foundation of trade relationships existing between the Territory of Hawaii and San Francisco.

Organized by the Honolulu Chamber of Commerce at the invitation of the San Francisco Chamber's Hawaiian Affairs Section, the goodwill delegation's visit, October 21-22-23, will provide local businessmen with an excellent opportunity to meet some of the Island's leading executives who do business with the mainland, according to George F. Hansen, Hawaiian Affairs Section Chairman.

Business Sessions

Chamber members are invited to attend the business session with the Honolulu executives Thursday, October 21, from 10 to 12 a.m. in the Chamber's Restaurant Room of the Sir Francis Drake Hotel.

Hotel Luncheon

Members are also invited to attend the luncheon at 12:15 p.m. Thursday in the Empire Room of the Sir Francis Drake Hotel. President Richard H. Wheeler of the Chamber of Commerce of Honolulu will be the principal speaker.

Tickets, at \$3.50 each, may be obtained by calling EXbrook 2-4511, Ext. 58.

Speakers and their topics at the business (Continued on Page 4)

Vote YES on "A" and "B"!

Joseph A. Moore Elected New Director of Chamber

Joseph A. Moore, Jr., president of Moore Dry Dock Company, last week was elected a Director of the San Francisco Chamber of Commerce, filling the vacancy on the Board created by the recent resignation of former Chamber President Jesse W. Tapp.

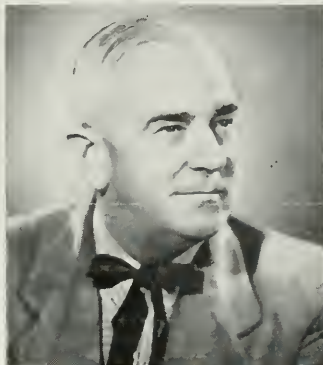
Mr. Moore, who served once before as a Director of the Chamber—during part of Henry E. North's term as President in 1949—was born in San Francisco in 1908. He took his B.S. degree at the University of California and his M.B.A. at Stanford.

He joined Moore Dry Dock in 1931 and became its president in 1940.



Joseph A. Moore, Jr.

"LIVESTOCK MAN OF YEAR"



Frank Pellissier of Whittier

Pellissier Named for 'Livestock Man' Award

Frank L. Pellissier, dairy operator and industry-civic leader of Whittier, Los Angeles County, will be awarded the San Francisco Chamber's 1954 Livestock Man of the Year Award October 30 in the Cow Palace during "Chamber of Commerce Night" at the Grand National Livestock Exposition.

Named by a special Section of the Chamber's Agricultural Committee, Mr. Pellissier already has been feted at an Agricultural Committee luncheon at the Fairmont Hotel. The event, preceded by a Bay Area-wide press-radio conference, was held Tuesday noon.

The award Mr. Pellissier has been selected to receive has been made yearly since 1950 to spotlight especially worthy achievements in the field and to give evidence of San Fran-

(Continued on page 4)

Chamber Action

Highlights of the Past Two Weeks:

1. Made Livestock Man of Year Award (P. 1)
2. Planned entertainment of Honolulu Chamber delegation (P. 1)
3. Organized 1954 Business-Education Day (P. 1)
4. Sponsored Retail Sales Clinic (P. 2)
5. Took active part in import or Congressional shipbuilding hearings (P. 2)
6. Planned Navy Day Luncheon (P. 2)
7. Reaffirmed Water Policy (P. 4)

Chamber Prepares for Another Successful Business-Education Day

A record participation by Chamber members in the fifth annual Business-Education Day program November 5, when some 3,500 San Francisco school teachers will be the guests of the local business and industrial community, is being sought this year.

John A. Remick, Chairman of the Chamber's Business-Education Day Committee, has requested that firms sign up immediately to participate in the program. Top management, he said, should participate in conferences with the teachers during the event.

Chamber President John B. Watson, in inviting members to participate, pointed out that the B-E Day program has proved to be one of the most effective means of keeping teachers abreast of facts about the free enterprise system and the operations of local business and industry.

Sponsored jointly by the Chamber and the San Francisco School Department, the program has proved so effective that 98 per cent of the firms that participated last year decreed that the event should be held again this year, Watson pointed out.

Complete information on "B-E" Day, including a handbook on how to stage the program, can be obtained by calling the Committee Secretary, Randle Shields, EXbrook 2-4511, Ext. 85.

Vote YES on "A" and "B"!

More Recommendations on Municipal, State Measures

By action of its Board of Directors, the San Francisco Chamber of Commerce last week voted additional actions on ballot measures coming before the electorate November 2, as follows:

Municipal Ballot Measures

- Proposition "G" (appointment and removal of the Chief Administrative Officer)—"Yes"
- Proposition "F" (supervisors' salaries)—"Yes"
- Proposition "H" (Health Department Pensions)—"No"
- Proposition "I" (Sheriff's Office Pensions)—"No"
- Proposition "J" (Cable Car Initiative)—"No"

No recommendation was made for Proposition "E."

State Ballot Measures

- Proposition #7 (Land Titles; Torrens Act)—"Yes"
 - Proposition #16 (Water Rights of Government Agencies)—"Yes"
 - Proposition #18 (Resident Noncitizens; Property Ownership)—"Yes"
- No recommendations were made for Propositions 10, 12, 13, 19 and 20.

You CAN Buy Happiness -- Give to United Crusade!

Wanted: One Thousand Sales-Minded Persons For Free Retail Sales Clinic Co-Sponsored by RMA

More effective salesmanship for better sales and greater business—that's the goal set by the Chamber's Retail Merchants Association (RMA) for one thousand sales persons who will shortly begin a free, concentrated clinic on retail salesmanship co-sponsored by RMA.

With the theme, "Sell More—It's Easy," the clinic will be from 7:00 to 9:00 p.m. on October 27, November 3 and November 10, in Nourse Auditorium at Commerce High School, Hayes Street and Van Ness Avenue. The instructor will be Reginald Y. Alexander, public schools specialist in sales training.

Co-sponsors with RMA are the Retail Dry Goods Association of San Francisco and the Distributive Education Department of the San Francisco Public Schools.

Persons eligible to attend are those who are engaged in store work, in any form of selling goods or services where the customer

is contacted, or in the distribution of goods. Here's the program:

October 27

Topic: "How Do You Measure Up?"

Moderator: J. Howard Patrick, president, Patrick & Co.

Panel: Richard M. Oddie, director, Small Business Advisory Service, Bank of America N.T. & S.A.; J. H. Fee, Roos Bros.; John D. McKown, Redlick Furniture Co.

November 3

Topic: "What People Buy"

Moderator: Jerome P. Newbauer, Davis-Schonwasser Co.

Panel: Wm. J. Ahern, Hale Bros.; Jean Nager, I. Magnin & Co.; George S. Stroud, Hastings.

November 10

Topic: "Let the Customer Buy"

Moderator: Ray S. McConnell, Robt. S. Atkins Co.

Panel: Herb Sommer, Sommer & Kaufmann; Doris Dozier, The White House; C. Alvin Glass, Kay Jewelers.

Persons interested should contact R. Earl Thompson of the Distributive Education Department, 135 Van Ness Avenue, or telephone him at U nderhill 3-4680, Ext. 243.



RMA President
J. Howard Patrick

Chamber's Plastics Book Gets Favorable Response

The Plastics Industry Directory of the San Francisco Bay Region, issued by the Chamber's Industrial Department, has directed the attention of many of the nation's leading corporations to this rapidly expanding section of the Bay Region economy.

During the past month more than 500 requests for the directory have poured into the Chamber's Industrial Department from all over the nation by telephone, telegrams and letter. "Requests for the directory have been received from the leading corporations concerned with the plastics industry," according to M. H. Scott, Chairman of the Chemical Industries Section.

The directory, the first of its kind in the Bay Region, lists 141 firms in the Region's fast-growing plastics industry. It contains detailed information on each firm listed to aid individuals or companies seeking production facilities or services.

Fair Employment Meet

A Presidential Executive Order requiring federal contractors to give equal employment regardless of race, religion, color or national origin was explained by federal officials October 6 at a joint meeting of the Chamber's Industrial and Domestic Trade Committees with the Federated Employers of San Francisco.

The non-discrimination order becomes effective December 3. Government contractors must post in conspicuous places Government notices setting forth the provisions of the non-discrimination clause, it was pointed out. In addition, the contractor must agree to insert the provision in all subcontracts, except those for standard commercial supplies or raw materials.

Copies of the executive order and the non-discrimination clause are available in the Chamber Industrial Department—EXbrook 2-4511, Ext. 87.

Bay Area Industry Still Expanding at High Rate

Industrial development in the San Francisco Bay Region continues at a high rate, the Chamber's Industrial Department reported this week. Though slightly below a record year, the expansion is comparable to all years from 1946 through 1952.

San Francisco in August did not record any new plants but did have four expansions, and additional amounts to four previously reported projects, for a month's total of \$2,979,399. The four expansions provided 31 new jobs. In capital investment, the amount is more than 100 per cent greater than in August of 1953.

The 12-County Bay Region recorded 51 projects: 18 new plants totaling \$8,370,000 and 33 plant expansions totaling \$5,287,399. Diversification was great: "everything from bird leg bands to the latest wonders of electronics, transistors," according to the report.

Northern California during August recorded a total of 61 projects: 21 new plants totaling \$8,591,500 and 40 expansions totaling \$6,611,399. Recent announcements of large acreage options by outstanding manufacturing firms give assurance of a "fine industrial future" for the northern counties of California.

The cumulative totals, January through August, 1954, are as follows:

San Francisco			
18 New Plants	\$ 3,293,700	66 Jobs	
48 Expansions	11,080,699	156 Jobs	
6 Projects	\$14,374,399	222 Jobs	
Bay Region			
99 New Plants	\$31,301,900		
49 Expansions	55,716,613		
148 Projects	\$87,018,513		
Northern California			
17 New Plants	\$600,112,000		
291 Expansions	4,887,135		
48 Projects	\$99,899,135		

Chamber Spearheads S.F. Shipbuilding Hearings; Urgent Work Needs Told

National defense preparedness requires that West Coast shipyards be given an equitable share of shipbuilding and repair work in order to maintain their facilities and skilled labor force. W. P. Fuller, III, Chairman of the Chamber's Shipbuilding Committee, told a Congressional Subcommittee here October 6.

The special Shipbuilding Subcommittee of the House Merchant Marine Committee conducted hearings on the Pacific Coast to provide Congress with a clear and documented picture of shipbuilding facilities and problems. Members of the Congressional Subcommittee are Chairman Thor C. Tollefson and Donald Magnuson, Washington; Walter Norblad, Oregon; William S. Mailliard and John F. Shelley, San Francisco; and John J. Allen, Jr., Oakland.

A Chamber Subcommittee headed by T. Douglas MacMullen coordinated the testimony of San Francisco interests. Testimony was given by representatives of the 12th Naval District, American Legion, Veterans of Foreign Wars, Marine Exchange, Inc., Bethlehem Pacific Coast Steel Corp., Westwinds Inc., Bay Cities Metal Trades Council, Pacific American Steamship Association, and Propeller Club of the U.S., Port of San Francisco.

In summarizing the testimony, Fuller stressed the importance of shipbuilding to the Bay Area economy and stated that the facilities and skilled labor force can be maintained "if we could have continuity in a shipbuilding program."

At a luncheon honoring the Congressmen, co-sponsored by the Chamber, Chairman Tollefson told an audience of 250 of the need for educating both the people and Congress to the vital need for a healthy merchant marine and a continuing program of ship construction. They are essential for national defense and a healthy economy. Tollefson said. In both World Wars the shipbuilding program cost many times more than it should have. As another war threatens, we still are not building ships on a continuing-program basis the Congressman stated.

Chamber to Co-Sponsor Navy Day Event Oct. 27

Fleet Admiral Chester W. Nimitz will be accorded a civic tribute at a Navy Day Luncheon Wednesday, October 27, in the Gold Room of the Palace Hotel, to be co-sponsored by the San Francisco Chamber, the San Francisco Council of the Navy League of the United States and the San Francisco Advertising Club.

Robert R. Gros, San Francisco Navy Day Chairman, will preside at the colorful event which will also mark the city's tribute to the United States Navy.

Among ranking navy officers to be special guests will be Vice Admiral Francis Stuart Low, Commander, Western Sea Frontier and Commander, Pacific Reserve Fleet; and Rear Admiral John R. Redman, Commandant, 12th Naval District.

Reservations at \$2.50 each may be made at any of the three sponsoring organizations.



A.C.C.E. OFFICERS: Russell E. Pettit (center), manager of the San Jose Chamber of Commerce, is shown at the close of the recent 1954 Conference and 40th Annual Meeting of the American Chamber of Commerce Executives in San Francisco, receiving congratulations of the newly-elected A.C.C.E. officers at the conclusion his own term as President. The 1954-55 A.C.C.E. President is Lester Milligan (far left), secretary-treasurer of the Mason City, Iowa, Chamber. Second from left is Ray H. Weisbrod, executive vice president, Milwaukee Chamber—Vice President. Fourth from left is Harry R. Hall, executive vice president, Dayton, Ohio, Chamber—Secretary-Treasurer. At the far right is William S. Johnson, executive vice president, Jacksonville, Fla., Chamber—President Elect for 1955-56.

The San Francisco Chamber hosted the national gathering, first to be held here. A number of social events and sightseeing tours arranged by the Chamber enlivened three days of sessions which produced noteworthy discussions and studies of modern, efficient chamber of commerce operation.

Port Authorities of U.S. To Meet Here Oct. 25-29

San Francisco will be the setting, October 25-29, for a convention of public port and harbor authorities whose annual meetings affect the course of maritime affairs from Canada to Chile.



Host: Port Director Robert H. Wylie

The American Association of Port Authorities, comprising more than 100 major ports in 12 pan-American nations, will gather here for major conferences on harbor development, cargo handling, trade promotion and other hemisphere wide problems.

John B. Watson, President of the San Francisco Chamber of Commerce, will join city and state officials in greeting an expected 300 delegates as the convention opens Oct. 25 at the Fairmont Hotel.

Heading a roster of military, maritime and diplomatic speakers at the international port meeting will be Major Gen. Paul F. Yount, U.S. Army Chief of Transportation; Brig. Gen. E. C. Itschner, U.S. Army Assistant Chief of Engineers; Don Fernando Berckemeyer, Peru's ambassador to the United States; Hugh Gallagher, Matson Lines executive and President of the Propeller Club of the U.S., and Herbert D. Armstrong, assistant to the Board Chairman of Standard Oil of California.

San Francisco Port Director Robert H. Wylie is president of the port association. The Board of State Harbor Commissioners is acting as official host to the convention.

Citizens Asked to Note Accomplishments of United Nations During U.N. Week, Oct. 17-24

Urging serious observance of United Nations Week, October 17-24, J. D. Zellerbach, former San Francisco Chamber Director who is Chairman of the Northern California Council of the American Association for the United Nations (A.A.U.N.), today declared U.N. to be "the world's biggest chance" and asked for San Franciscans' solid support of the universal organization.

"Next week—U.N. Week—is a good time to turn back the pages slowly on U.N.'s nine-year history and examine some of the many, many concrete and highly worthwhile goals it has achieved," said Zellerbach.

"Next week is a good time to prove to yourself that United Nations is the world's big chance to turn its back on wars, to live in peace, even as you in your own home would live; a good time to resolve to give strong support to our leaders in U.N.—to be positive, not negative; to be optimistic, not pessimistic.

"Those are attitudes that will help U.N. to succeed in the long run."

Zellerbach, who is also Chairman of the

San Francisco Chapter of A.A.U.N., said the local chapter's President, Frederic Cromwell, has spearheaded a comprehensive program of U.N. observances for next week through a San Francisco Committee for U.N. Week chaired by Walter A. Haas, Jr. Henry Grady, Jr., is program chairman, he said.

Adlai Stevenson will speak on United Nations on the William Winter KPIX television show on Sunday. Flag-raising ceremonies Monday at Union Square will officially open the Week. Special luncheons, meetings, radio and television programs and district merchant observances will be held throughout the week, climaxing with the Bay Area Charter Revision Seminar Saturday at San Francisco State College (Creative Arts Bldg. on Holloway Avenue).

For U.N. moving pictures, literature or detailed information on the U.N. Week observance, those interested should contact the local A.A.U.N. office, 421 Powell Street, telephone: EXbrook 2-6342.

Chamber Cites Urgency of Bay Water Situation

Expressing alarm over "increasingly acute needs" of San Francisco and other counties of the Bay Region for an adequate water supply, the San Francisco Chamber of Commerce this week urged that the State-appointed commission now studying a proposed system of barriers should develop an alternate plan of water supply in case the barrier scheme is found impracticable.

If the commission does not develop such an alternate plan promptly, action should be requested of the Legislature, the Chamber's Board of Directors declared.

Water needs of the 12 counties are urgent, said Glen Ireland, Chairman of the Chamber's Technical Projects Committee, because of continuing rapid growth in population, increasing agricultural development and further rapid industrialization.

Instructing its staff and standing committees to "work actively" for the continued development of adequate water and other natural resources "through coordination of programs by existing federal, state, local and private agencies," the Chamber's Board said it would strongly oppose creation of federal regional authorities in California or in any other part of the United States, as it has in the past. (The Chamber advocates that the Central Valley Project be taken over by the State of California.)

Other points of the Chamber's announced policy, a reaffirmation, were:

1. that a "complete study" may be made to assure an adequate supply of water for "all necessary purposes" for the 12-county Bay Region;
2. that its Technical Projects Committee should continue to give special attention to technological developments to make use of Bay and ocean water for domestic and industrial purposes.

Hitting the High Spots

With Walt Brown

ABOUT 20 MEMBERS of the Chamber's Chemical Industries Section today are participating in the Section's annual field trip to Bay Area plants. They're visiting the P.G. & E. power plant, Kaiser Magnesia plant and Kaiser Refractories, all at Moss Landing, and the Kaiser Dalmatic plant at Natividad. Joe Guzm of P.G. & E. and Al Byrns of Kaiser Aluminum and Chemical made arrangements. . . . **PRESIDENT WATSON** of the Chamber is a member of the Bay Area Citizens Committee for United Nations Charter Review, whose seminar is to be conducted tomorrow at SF State College. . . . **THE CHAMBER'S** Retail Merchants Assn. Managing Director, Harold V. Starr, was honored by being named presiding officer at last Friday's and Saturday's annual meeting of the California Retail Trade Association Executives in Santa Cruz. . . . **"THE BIBLE:** Best gift God has given to man" is the theme of National Bible Week, Oct. 18-24, according to the Laymen's National Committee which annually sponsors the observance. . . . **S.F. SOCIETY OF PRINTING HOUSE CRAFTSMEN** recently named as the "Outstanding International Craftsman of the Year" Haywood H. Hunt, a charter member of the local Society whose leadership in the printing industry bridges a full third of a century.

Seattle World Trade Meet

Eighteen San Francisco world trade executives, bankers and shipping officials will attend the fall meeting of the West Coast Foreign Trade Group in Seattle October 21-22. Current international trade developments and problems will be the main topic, according to James S. Baker, President of the Chamber's World Trade Association.

Washington, D.C., officials who will attend are: Marshall M. Smith, Deputy Assistant Secretary of Commerce for International Affairs, and from the Bureau of Foreign Commerce, Director Loring K. Macy; Emil E. Schnellbacher, Director, Office of Intelligence and Services; John C. Borton, Director, Office of Export Supply; Eugene M. Braderman, Director, Far Eastern Division.

Honolulu Visitors Due Here October 21-22-23

(Continued from Page 1)

session, devoted to a study of ways and means of increasing trade, will be:

Dr. J. E. Hobson, Director of Stanford Research Institute, "Community of Economic Interest Between Hawaii and San Francisco"; Paul A. Bissinger, Vice President and Director, Bissinger & Co., "Transportation and Distribution via San Francisco"; Chamber First Vice President Charles S. Hobbs, President, Hale Bros. Stores, "Merchandising Hawaiian Products"; Almon E. Roth, Roth and Bahrs, "Bay Region Labor Relations"; and Walter Swanson, Vice President and General Manager, San Francisco Convention and Visitors Bureau, "Tourism and Hawaii."

Highlight: "Cinerama"

In addition to the business session and luncheon, the Honolulu visitors will be entertained Thursday at receptions and a Cinerama showing in the afternoon.

Friday morning, October 22, they will cruise the Bay aboard the Great Golden Fleet. Following luncheon at the Cliff House, the guests will tour the U.S. Mint.

On Saturday the San Francisco Chamber will entertain their Honolulu guests at the Stanford-Washington football game at Palo Alto.

Vote YES on "A" and "B"!

Frank Pellissier Named "Livestock Man of Year"

(Continued from Page 1)

cisco's recognition of the importance of the livestock industry to California.

Mr. Pellissier was selected, according to Carl L. Garrison, Chairman of the Chamber's Livestock Man Award Section, "because he is a successful, long-time dairyman whose work has contributed greatly to the success of California's livestock industry; he has been outstanding in his operations and relationships; and he has contributed importantly to the industry through extensive civic and organization affiliations."

General manager of the Pellissier Dairy Farms in Whittier which he founded in 1930, Mr. Pellissier earlier was manager of the Los Angeles Creamery. One of his finest achievements was the breeding and developing of "Fansco Hazel," Holstein champion cow, which won blue ribbons for advancing the Holstein breed.

Mr. Pellissier is Director of: the California Dairy Institute, the California Dairy

SAN FRANCISCO STATE COLLEGE

San Francisco Progressogram* - - - - - No. 11



NEW \$13,000,000 CAMPUS DEDICATED

San Francisco State College, founded in 1899, formally dedicated during the week of October 10-16, 1954, a new 94-acre-\$13,000,000 campus, described as one of the finest college plants in the nation.

The San Francisco Bay Area is the home of some of the world's leading educational institutions. Few areas in the world offer finer or more diversified educational opportunities. The new San Francisco State College plant represents an unusual achievement in cooperative endeavor among the city's business and civic leaders, elected officials and administrative staff of the college.

One of the important programs at the college is in business. In 1950 the Chamber and its World Trade Association cooperated in establishing a School of World Business to train Import-Export executives.

Pictured above is the new College Union Building (top) with the Park Merced Tower apartments in the background and (bottom) the Natural Science building. The college has an enrollment of 7,350, some 600 employees and an annual operating budget of over \$5,000,000.

*A regular feature . . . Ask the Chamber for Reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Council and the Producers Livestock Marketing Association of Utah. He has also served as Director of the California Farm Bureau.

He is Chairman of: the Dairy Research Council Research Committee, the Great Western Livestock Show Committee, and the

Extension Committee Holstein Freisan Association of America.

Among numerous other honors, he was appointed by former Governor Earl Warren and re-appointed by Governor Knight to the California Livestock Sanitary Committee.

Calendar—Chamber Events

October 15-29, 1954

BUSINESS EDUCATION COMMITTEE October 18, Room 200, Chamber 11:00 a.m.

HILAND SUB COMMITTEE October 18, Palace Hotel 11:15 p.m.

TECHNICAL ADVISORY COMMITTEE October 18, 19:00, City Street 10:15 p.m.

ARMED FORCES COMMITTEE October 19, Officers Club 7:00 p.m.

STREET, HIGHWAY AND BRIDGE SECTION October 19, Room 200, Chamber 11:00 a.m.

AGENTS' MEETING October 19, Room 200, Chamber 11:00 a.m.

HONOLULU TRADE DELEGATION October 21, 22, 23, S.F. Chamber 11:00 a.m.

BUILDING CODE SECTION October 21, 22, 23, Central Hall 11:00 a.m.

RETAIL SALE'S CLINIC BEGINS October 21, 22, 23, High School 11:00 a.m.

NAVY DAY LUNCHEON October 21, 22, 23, O.F.C. 11:00 a.m.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Closs, Jr., Asst. Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

CHAMBER BALLOT RECOMMENDATIONS

FOR MUNICIPAL AND STATE MEASURES TO APPEAR ON THE NOVEMBER 2, 1954, BALLOT...

PROPOSITION A Vote YES

Exhibit Hall Annex

Would provide \$3,275,000 in bond funds for construction of a 144,000 square foot exhibition hall under the south half of Civic Center Plaza and Grove Street in front of the Civic Auditorium, fully utilizing Civic Auditorium without marrying the Plaza.

The city has been unable to get 11 of the nation's largest conventions and exhibitions because of lack of space; and nine large conventions the city now secures from time to time may be lost if the space is not increased. Enlargement is badly needed in order to compete with other major cities. The improvement will benefit hotels, cafes, union organizations, retailers—and virtually every other business in the city, either directly or indirectly.

PROPOSITION B Vote YES

Recreation Center Bond Issue

Authorizes \$5,000,000 in bonds for construction of a large stadium for baseball, football, pageants and other public assemblages.

San Francisco should have a modern recreation center. It would provide a badly needed modern, all-purpose stadium. It would also be the first major step toward bringing major league baseball to San

Francisco, a magnet that would draw hundreds of thousands of additional visitors to the city each year. Not a cent will be spent until a major league baseball franchise is obtained.

PROPOSITION C Vote YES

San Francisco Hospital Bonds

Provides for a \$5,830,500 bond issue for modernization and rehabilitation of San Francisco Hospital.

Immediate modernization of the Hospital is necessary and important. Over a million dollars are required for health and fire precautions alone; there is a need for remodeling and other projects to improve operating facilities; obsolete and worn out facilities must be replaced. There is no known opposition to this proposition.

PROPOSITION D Vote YES

Loguna Honda Home for Age Bonds

Would provide for a \$5,475,000 bond issue to remodel two ward buildings to accommodate a large number of hospitalized and chronically ill indigents, to remodel or replace obsolete facilities, and to provide general rehabilitation for the Home.

As with the San Francisco Hospital, rehabilitation

and modernization of the Home is badly needed. There is no known opposition to this Proposition.

PROPOSITION E No Recommendation

Employment for Blind Persons

A proposed Charter amendment which would provide for civil service examination for positions which blind persons could fill, and for a policy by the City and County of encouraging the hiring of blind persons.

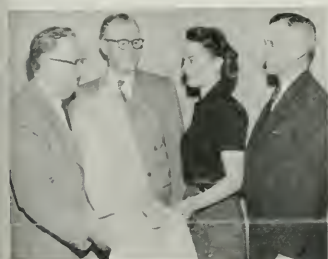
PROPOSITION F Vote YES

Increased Salaries for Supervisors

Would increase salaries of 11 members of the Board of Supervisors from the present Charter-fixed rate of \$2,400 a year to \$5,000 a year.

Giving the first salary increase for Supervisors in 40 years, this measure would provide compensation more in line with the broadened scope of government and the greater responsibilities and demand for ability inherent in a Supervisor's position today. Elsewhere in the county the taxpayer pays the salaries of both city councilmen and county supervisors. In San Francisco a Supervisor does both jobs, yet draws one salary. Higher salaries would draw a larger number of able men to serve as legislators.

(Continued on Page 3)



FREE RETAIL SALES COURSES now being offered at Commerce High School are described to Miss Camilla Zoul, City of Paris saleslady, by representatives of organizations sponsoring the evening series—(left to right), Karl Stull, Managing Director, Retail Dry Goods Assn.; R. Earl Thompson, Distributive Education Dept., S. F. Public Schools; and J. Howard Patrick, President of the Chamber's Retail Merchants Assn.

The first session, held Wednesday night, was moderated by Patrick and had as panel members Richard M. Oddie, J. H. Fee and John D. McKown. November 3 and 10 sessions will be moderated respectively by Jerome P. Newbauer and Ray S. McConnell, with these panel members: William J. Ahern, Jean Nager, George S. Stroud, Herb Sommer, Doris Dozier and C. Alvin Glass. Reginald Y. Alexander, specialist in sales training, is the instructor.

GEN. MATTHEW B. RIDGWAY, USA

Chief of Staff
U. S. ARMY
will speak on

"THE ARMY
AS A
FORCE FOR PEACE"



at a

LUNCHEON, FRIDAY, NOVEMBER 5

12:10 P.M.

GARDEN COURT • PALACE HOTEL

Ladies' Day

Tickets \$3.00

Call or mail check and stamped, self-addressed reply envelope for tickets to **Commonwealth Club of California, St. Francis Hotel**

Sponsors:

Commonwealth Club, San Francisco Chamber of Commerce, San Francisco Bay Area Council, and a number of military organization of Northern California

Business-Education Day Slated For Nov. 5 Attracts New Firms

Many San Francisco Business firms will be participating for the first time in the annual Business-Education Day program next Friday, November 5, when some 3,500 local school teachers will get a briefing by top management on the operations of the free enterprise system.

Increasing interest on the part of management in the B-E Day program is indicated by the number of new companies among the nearly 250 participating, according to John A. Remick, B-E Day Committee Chairman. The fifth annual B-E program is being sponsored by the Chamber and the San Francisco Unified School District.

A record number of teachers will visit plants and offices this year, Remick reported. For the first time in recent years some 250 members of the faculty of City College of San Francisco will participate, as well as faculty members of San Francisco College for Women and parochial schools. Public schools will be closed for the day.



John A. Remick

DEFEAT McLAIN'S PROPOSITION 4! VOTE "NO" NOV. 2! VOTE EARLY!

General Business Activity

FOR SEPTEMBER AND THE FIRST NINE MONTHS OF 1954

TREND

The momentum of general business in San Francisco carried the nine month's cumulative activity to practically the same level as that of last year. The Bay Area during the same period missed last year's level by about 2% despite substantial improvements in the early fall period. San Francisco bank debits, retail department store sales and foreign revenue tonnage of the Port equalled last year's cumulative level; electrical energy sales, commercial and industrial gas sales were slightly above last year; and building permit value, market value of stock exchange transactions, airport traffic, truck movements, intercoastal and coast-wise revenue tonnage, Golden Gate Bridge traffic and tourist inquiries made strong gains. The San Francisco Chamber of Commerce activity index for the nine month's activity of 124.0 was 0.4% below a similar period last year; the September index amounted to 126.1 compared to 126.7 in August and 126.6 last September. In the Bay Area, employment average for the first nine months settled 2.2%; but the service industry employment was up 2.1%, agriculture, 2.8%, and finance, insurance and real estate, 0.5%; department store sales were off 2%, ship arrivals, 7.8%, and freight car movements, 6.8%, but dwelling units authorized in the nine bay counties were 30% ahead of last year.

CONSTRUCTION AND REAL ESTATE

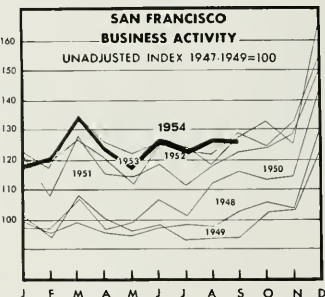
San Francisco building permit value in September amounting to \$6,020,380 was up 44.3%. New residential construction accounted for \$1,542,600 and provided for 151 dwelling units of which 92 were single-family, 4 two-family, and 55 multi-family types. Non-residential accounted for \$3,146,561 and additions, alterations and repairs for \$1,331,216. The nine month's total of 6,496 permits valued at \$44,943,779 represented an increase in value over last year of 25%, but the number was only slightly above; residential accounted for \$18,751,096 of the total and provided for 1,951 dwelling units; this was an increase of 58.7% in amount and 67.3% in number of dwelling units over a like period last year. September nine-county dwelling unit starts based on preliminary reports of the U.S. Department of Labor amounted to 3,650 compared to 3,767 in August (revised). This brought the nine month's cumulative to 30,646 compared to 23,561 a year ago or an increase of 30.1%.

EMPLOYMENT

Employment in the six-county metropolitan area in September amounted to 1,021,500 according to the State Department of Employment preliminary estimates, an increase of 3,400 over August, but 24,200 under September last year. The nine month's activity of 1,004,120 was 22,220 below a year ago, the manufacturing industry accounting for about one half of this shrinkage and the transportation, utility, government, construction and trade for most of the balance. However, the service industry group, agriculture and financial groups' nine-month's average was 5,120 above a year ago.

TRADE

Department store sales moved ahead of last year in the leading metropolitan areas of California during the four weeks ended October 29th. San Francisco sales were up 7%, metropolitan sales, 6%, Los Angeles area sales, 7%, and 12th District, 4%. Sales for the year through October 29th in San Francisco tied last year's best of the major city in the 12th District. District sales were off 3%, Pacific Coast merchant wholesaler sales during August surpassed July sales 6%, and August last year by 8%, compared to 1% and 6% respectively for the



nation as a whole.

FINANCE

September bank debits in San Francisco amounting to \$3,204,759.00 were above the August total of \$3,172,243.00 but below last September's \$3,293,640.00. The nine month's cumulative transactions, both in San Francisco and the 12th Federal Reserve District, were practically the same as a year ago. San Francisco Stock Exchange September transactions of 1,300,977 shares and market value of \$23,911,087 were fewer in number but the value was nearly 50% above last September: the nine month's cumulative of

\$213,427,566 was 38% above a year ago but the number of shares was off one-fifth.

TRANSPORTATION

Truck movements in the Bay Area in September were 4% above a year ago but freight car movements were down 9.3%. San Francisco International Airport plane traffic in August (latest) were up 13%, passenger traffic, 14.6%, air mail loaded, 4.3%, and air freight, 25.7%. Golden Gate Bridge vehicle crossings were up 6.1% but the Bay Bridge crossings when compared to last year's abnormal use of private autos resulting from the Key System strike during July 27-August 7, were off 9%. Total traffic of both bridges for the nine months was only 0.8% below a year ago. Out-of-state passenger cars entering Northern California gateways during September amounting to 55,445 were 2.1% above last September. Port of San Francisco revenue tons were up 10% in September compared to last year and foreign revenue tonnage, 9.7%.

UTILITIES

September industrial and commercial gas sales in San Francisco topped last year by 9.5% and electrical energy sales by 3.5%. Industrial and commercial water sales were up 3.5% and residential, 1.5%.

CONSUMER PRICES

September quarterly consumer price index for San Francisco reported by the U.S. Department of Labor amounted to 113.2 and to 116.5 in September last year.

SEPTEMBER BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	SEPT. 1954	% from 1953	9 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	126.1	-1.9	124.0	-0.4
CONSTRUCTION PERMITS				
Total Number	6,496	6.8	6,156	0.3
Value	6,020,380	44.3	44,943,779	25.2
Residential, New	1,542,600	51.1	18,751,096	58.7
Dwelling Units	151	5.0	1,951	67.3
Single-Family Units, New	92	61.4	756	22.8
Non-Residential, New	5,146,561	248.5	16,938,246	32.0
Addns., Alterations and Repairs	1,331,216	-40.9	9,254,435	-17.5
REAL ESTATE—Deeds Recorded	1,311	9.8	12,645	-10.0
*RETAIL DEPARTMENT STORE SALES	144	-2.6	105	-1.0
FINANCE—Bank Debits	\$3,204,759	-2.7	\$28,007,180	-0.2
Postal Receipts	\$2,385,841	-34.2	\$3,826,581	16.5
S. F. Stock Exchange	\$1,300,977	49.6	\$21,342,556	38.1
COMMERCIAL FAILURES	18	63.6	26	1.1
INDUSTRY TREND—6 Bay Area Counties Total Employed	1,021,500	2.3	1,001,120	-2.2
Manufacturing—Average Weekly Earnings... (Dollars)	83.48(1)	2.9	209,930(1)	4.2
Manufacturing... (Employment)	215,703	-0.2	225,930(1)	4.9
Construction, Contract	66,000(1)	-6.0	22,653(1)	0.5
Finance, Ins., Real Estate	65,400(1)	0.0	68,100(1)	0.5
Retail Trade	171,300(1)	0.9	169,800(1)	1.0
Wholesale Trade	17,200(1)	0.8	17,170(1)	0.1
Service	212,100(1)	1.6	209,570(1)	2.1
Trans., Comm. & Utilities	110,700(1)	3.1	110,320(1)	0.3
Agriculture	23,400(1)	6.1	20,600(1)	2.8
Govt.—Fed., State, City	85,300(1)	-2.8	87,070(1)	-1.1
Other	2,600(1)	0.0	2,200(1)	0.0
TRANSPORTATION FRT. Car Movements	13,047	-0.3	120,676	16.0
S. F. Airport Planes In & Out	11,837(1)	13.1	81,889(1)	11.8
Passenger Cars Off and On	16,577(1)	14.6	118,220(1)	8.8
Air Mail Loaded & Unloaded	113,914(1)	4.3	1,302,368	14.4
Lbs. Air Express Loaded & Unloaded	531,591(1)	2.2	5,688,190(1)	10.6
Air Freight Loaded & Unloaded	4,133,525(1)	25.8	37,817,414(1)	10.6
Rail Express Shipments	91,000	-9.8	810,411	-1.4
Truck Movements—S. F. Area	150	4.0	142	1.4
Out-of-State passenger car entries into N.C. Number	88,445	2.1	53,818	-0.7
PORT OF SAN FRANCISCO—Revenue Tons	47,671	10.0	110,871	1.6
Coastwise	215,703	-0.2	225,930	4.9
Intercoastal	40,431	17.9	55,271	3.7
Foreign	57,888	-0.1	54,111	-0.8
CARGO VESSELS (S. F. Bay)—Arrivals	184	-14.6	1,817	7.3
Millions of Registered Tons	1,371,861	0.5	1,186,584	0.1
Utilities—Ind and Comm. Gas Sales	117	1.8	1,186,584	0.1
Elec. Energy Sales—k.w. hours	117	1.8	1,186,584	0.1
Water Consumption—Comm and Ind	117	1.8	1,186,584	0.1
NEW DEVELOPMENTS—Tourist and Settler				
Bus Bridge Vehicle Crossings	13,335	0.1	13,335	0.1
Golden Gate Bridge Vehicle Crossings	13,335	0.1	13,335	0.1
FRUITS AND VEGETABLE RECEIPTS	1,300	7.4	1,300	7.4
LIVESTOCK SLAUGHTER—Insp. Dist.	1,300	7.4	1,300	7.4
C. F. LIVING COSTS—All Index	113.2	0.0	116.5	0.0
*RETAIL FOOD	113.2	0.0	116.5	0.0

*New Series—1947-49 Average = 100 (1) Preliminary (2) August 1954 estimate. Basis: Data for September from preliminary reports.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE



"LIVESTOCK MAN OF YEAR": Frank Pellissier (fourth from left), prominent dairyman and civic leader of Whittier, Southern California, has been given this title by the Chamber's Agricultural Committee and will be publicly honored at "Chamber of Commerce Night" at the Grand National Livestock Exposition tomorrow night at the Cow Palace. President John B. Watson of the Chamber will present the Award. Others

with the award winner at a recent luncheon given in his honor are, left to right, Porter Sesnon, president, No. 1-A District Agricultural Assn.; J. W. Mailliard, III, Chairman of the Chamber's Agricultural Comm.; Patricia Lyttle, Livestock "Queen"; Pellissier; Supervisors Matthew C. Carberry, Harold Dobbs and John J. Ferdon; and Wilson Meyer, vice president, No. 1-A District Agricultural Assn.



PRESIDENTS MEET: Richard H. Wheeler (right), President, Chamber of Commerce of Honolulu, and S.F. Chamber President John B. Watson discussed expansion of trade relationships between the two communities at a conference here last week.

Wheeler brought a delegation of more than 30 Honolulu business executives to San Francisco on a three-day Trade Development Tour at the invitation of the S.F. Chamber's Hawaiian Affairs Section, headed by George F. Hansen. Hawaii's economic position is reasonably good and the outlook promising, Wheeler reported.

Ways and means of expanding Hawaiian industry, and San Francisco's service and trade with the Islands were discussed at the conference business session by Chamber First Vice President Charles S. Hobbs, Dr. Weldon B. Gibson, Almon E. Roth, F. Kemmis Cadwell, and Walter G. Swanson.



James O. Brett (left) receives Realtor Award from Lloyd D. Hanford.

Award to James Brett

Chamber Director James Q. Brett, partner, Coldwell, Banker & Company, has been named by the Institute of Real Estate Management as the "Outstanding Industrial Realtor in California in 1954."

Mr. Brett, who serves as Chairman of the Chamber's Industrial Development Committee, received the ward at a banquet October 12. It was presented by Lloyd D. Hanford, President, San Francisco Real Estate Board.

Mr. Brett joined Coldwell, Banker & Company in 1938. He became manager of the Industrial Property Department in 1940 and was admitted to partnership in 1952.

He is a director of the San Francisco Real Estate Board, the Society of Industrial Realtors and the American Society of Mechanical Engineers.

CHAMBER BALLOT RECOMMENDATIONS

(Continued from page 1)
PROPOSITION G **Vote YES**
Chief Admin. Officer—Appt. & Removal

Would revise procedure in appointment and removal of Chief Administrative Officer by requiring majority confirmation of Mayor's appointee by Board of Supervisors; by removing present provision that this officer be a California resident; and by providing for removal from office by Mayor and a majority of Board of Supervisors members.

As the Charter now stands, successors to the present Chief Administrative Officer must be drawn from a limited region—California—and would secure their positions solely by Mayoral appointment; further, they could not be removed except by recall or a two-thirds vote by the Board of Supervisors. Proposition G will correct these acknowledged deficiencies.

PROPOSITION H **Vote NO**
Health Department Pensions

Would grant to 62 ambulance drivers and stewards of the Health Department's Emergency Hospital Service same disability and death benefits now provided for policemen and firemen.

This unsound measure would cost \$50,195 a year. The persons involved are already members of the city pension system. Policemen and firemen have been granted the benefits because of the extreme danger their duties involve—danger not inherent in the duties of ambulance drivers and stewards.

Measure would set bad precedent for demands by other groups of city employees. City pension system, now requiring over \$10 million of taxpayers' money annually, takes adequate care of these groups.

PROPOSITION I **Vote NO**
Sheriff's Employees' Pensions

Would give 132 employees of the Sheriff's office, such as bailiffs, chief clerk, keepers, matrons, etc., same disability and death benefits as policemen and firemen.

This equally unsound measure would cost \$90,761 annually and should be opposed for exactly the same reasons as outlined under Proposition "H." In the past ten years there have been no recorded cases of disability or death connected with duty among these employees—ample proof of the lack of need for these pensions.

PROPOSITION J **Vote NO**
Cable Car Initiative

Would restore the cable car system as it existed on January 1, 1954, nullifying the vote on Proposition "E" ("Plan B") in the last June election.

"Plan B" as approved by the voters created a consolidated, unified cable car system perfectly adequate for transportation as well as tourist needs, retaining the great bulk of the cable car system. Proposition J is an initiative measure which the Supervisors were required by law to submit to the voters, regardless of merits. It is an uneconomical plan for

IN MEMORIAM

Officers, Directors and Staff members of the San Francisco Chamber of Commerce are deeply sorrowed over the passing of James A. Clark, Jr., Chamber Director and President of the James A. Clark Drying Company. To all who had the pleasure of working with him and of knowing him, he was a man of much sincerity, kindness and ability. His untimely death is a great loss to the San Francisco Chamber, as it is to his own firm, his family and his many other friends and associates to whom the Chamber extends profound regrets and sympathy.

preservation of the entire former cable car system. If approved, the total annual cost will be over a half-million dollars—a 4.4c increase in the tax rate. "Plan B" has already cut operating losses from \$30,320 per month to \$365—KEEP "Plan B" by voting "NO" on Proposition J!

STATE PROPOSITIONS
PROPOSITION 1 **Vote YES**
Veterans Bond Act of 1954

Provides for a bond issue of \$175,000,000 to be used by the Department of Veterans Affairs in assisting California war veterans to acquire farms and homes.

A new bond issue is necessary since the last will be exhausted in December of this year. To date almost a half billion dollars authorized in bonds under this program have been soundly administered on a self-supporting basis, providing low-cost farm and home financing to veterans who are natives or were bona fide residents of the State at the time they entered the Armed Forces. Bonds are self-liquidating; there is no burden on taxpayers; they provide needed opportunities for veterans.

PROPOSITION 2 **Vote YES**
School Bonds

Directs the issue and sale of \$100,000,000 State (Continued on Page 4)

Ballot Recommendations

(Continued from Page 3)

bonds to provide loans and grants to school districts.

Migration to California plus a higher birth rate have increased attendance in public schools from 1,083,000 in 1943 to 2,071,209 in October, 1953—causing a serious classroom shortage in many sections. This Proposition is a constitutional amendment authorizing issuance and sale of bonds providing funds for school construction through state loans and grants to qualified districts. There is an urgent need for these loans in order to keep California's educational facilities at the minimum level of efficiency.

PROPOSITION 3 Vote YES Alcoholic Beverage Control

Divorces liquor control administration from the State Board of Equalization and establishes a new Department of Alcoholic Beverage Control to administer liquor licensing.

This measure would provide for separation of liquor control from tax administration. It would fix responsibility for alcoholic beverage control under a single administrator and improve enforcement standards.

PROPOSITION 4 Vote NO Aid to Needy Aged

Raises monthly maximum aid to aged persons from \$80 to \$100.

Authorized by pension promoter George H. McLain, this costly pension scheme would add more than \$74,000,000 per year to California's already highest in the nation public assistance costs. The measure would mean an immediate increase in state taxes! It would require a 4.7 cent increase to San Francisco's tax rate. Freezing the \$100 monthly aid into the constitution can cause fiscal disaster.

PROPOSITION 5 Vote YES Taxation: Exemption of Vessels

Makes permanent the exemption of California registered freight and passenger ships of more than 50 tons burden from local property taxation. Present exemption due to expire January 1, 1955.

Property taxation of such vessels is unsound because it would force registry of these vessels in other ports outside California with loss to port industry serving vessels. The exemption has been provided for the past 40 years and should be continued.

PROPOSITION 6 Vote YES Pay to Legislators

Sets salaries of members of the State Legislature at \$500 per month.

Law making involves a tremendous amount of highly technical work and it is important to attract and keep men and women of this caliber in the State Legislature. Legislators now draw \$3,600 per year. The increase is reasonable in the light of the many responsibilities. The present compensation might deter men of ability from becoming or re-

maining legislators.

PROPOSITION 7 Vote YES Land Titles: Torrens Act

Authorizes legislature to amend or repeal the Land Title Law adopted by initiative in 1914.

Originally enacted in 1897, and extensively amended by initiative in 1914, the present act provides for a system of registration of land titles which is obsolete and which has proved unsatisfactory. Land titles are of extreme importance to people of the state. The existing dual system of evidencing title needs correlation.

PROPOSITION 8 Vote NO Tax Exemption on Commercial and Fishing Vessels

Provides that local property tax exemption of California registered vessels, otherwise due to expire January 1, 1955, shall continue but would include vessels engaged in commercial deep-sea fishing outside State territorial waters. It is the same as Proposition 5 with this exception and the increase in tonnage from 50 to 100.

Adoption of this measure would mean preferential treatment for a class of property (certain fishing vessels) which is now being assessed and taxed.

PROPOSITIONS 9, 14 and 15 Vote YES Church, College and Welfare Exemption: Property Under Construction

Similar in nature, these propositions would include in tax exemptions church, college and welfare buildings and land upon which they are located in the course of construction.

The structures and land involved are by law exempt from taxation when occupied and used for legally specified purposes. The sole purpose of these amendments is to make uniform the tax exemptions for churches, colleges and institutions qualifying under "Welfare Exemption."

PROPOSITION 10 No Recommendation Terms of State Officers

Fixes terms of assemblymen at four instead of two years, one-half of members being elected every second year. Fixes terms of State Senators at six instead of four years, approximately one-third being elected every two years. Limits future Governors to two successive terms.

PROPOSITION 11 Vote YES Taxation: Exemption for Disabled Veterans

Authorizes tax exemption on homes acquired with Federal assistance by veterans who have permanent and total service connected disability in revolving loss or loss of use of both lower limbs. Limits exemption to \$5,000.

This measure would apply to less than 500 paraplegic veterans who have lost the use of both legs in military service and who receive the special \$10,000 Federal grant to construct homes especially equipped for their convenience.

PROPOSITION 12 No Recommendation Voting Eligibility

Removes voting disqualifications of persons

convicted of infamous crimes after paying penalties by law for such conviction.

PROPOSITION 13 No Recommendation Vernon City Charter

Permits City of Vernon, Los Angeles County, to frame a charter for its own government, subject to the ratification of the electors of that city and subject to final approval of the charter by the Legislature.

PROPOSITION 16 Vote YES Water Rights of Government Agencies

Provides acquisition of any interest in real property by any government agency, local, state or federal, shall constitute an agreement by that agency that it will conform to California water law with respect to that acquisition.

The water of California belongs to the people of the State. The purpose of the proposition is to clearly state in the constitution that the Legislature shall have the power to stipulate conditions in its consent to Federal acquisition of property within the state.

PROPOSITION 17 Vote NO Street and Highway Funds, Vehicle Parking

Permits street and highway revenue collected by State, including gas taxes and motor vehicle registration and operation fees, now earmarked for highway construction, to be used for financing vehicle parking facilities.

Such diversion of funds would seriously jeopardize and curtail the State's program for eliminating serious highway deficiencies. The measure merely represents a "raid" on gas tax money vitally necessary to California's highway program.

PROPOSITION 18 Vote YES Resident Noncitizens: Property Ownership

Extends to all resident foreigners eligible for United States citizenship the same privileges concerning property ownership now granted them by statute, but guaranteed by the State Constitution only to foreigners of white and African descent.

The proposition would eliminate from the State Constitution obsolete language inconsistent with present day policies.

PROPOSITION 19 No Recommendation Inferior Court Judges

Makes judge of a justice court eligible for office as a judge of a superseding municipal court though he is not an attorney. He must have served as Justice of the Peace for five years preceding November 7, 1950, and as a judge of the justice court continuously thereafter.

PROPOSITION 20 No Recommendation Framing County Charters

Extends time for preparation of proposed county charter by board of freeholders from present 120 days to six months. Alters requirements for nominating candidates for freeholder.

Calendar—Chamber Events

October 29-November 12

Oct. 29, BUSINESS-EDUCATION DAY, Orientations, Alt. time, Room 100, Clubhouse, 11:15 a.m.

Oct. 29, "CHAMBER NIGHT at GRAND NATIONAL" (Cas. Place), 8 p.m. Presentation of "Livestock Man of Year" Award to Frank Pellissier of Whittier.

Nov. 1, ELECTION DAY, Vote, Aged, Yes.

Nov. 1, R.M.A. SALIS CLINIC, County High, 7 p.m.

Nov. 1, BUSINESS-EDUCATION DAY (all day).

Nov. 1, GEN. RIDGEWAY LUNCHEON, 12:00 p.m., Clubhouse.

Nov. 1, AGRICULTURAL COMMITTEE Meeting, 8:00 p.m., Clubhouse.

Nov. 1, R.M.A. SALIS CLINIC, County High, 7 p.m.

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Election Day is November 21. Avoid night-time poll crowds... vote before you come to work!

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Bay Region Business

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FRANK L. PELLISSIER (right) is shown here as he received from Chamber President John B. Watson the Chamber's 1954 "Livestock Man of the Year" award October 30 at the Grand National Livestock Exposition. The award was made in the center of the huge Cow Palace arena before thousands gathered on "Chamber of Commerce Night" to witness the big annual western exposition, horse show and rodeo. Pellissier came from his dairy ranch in Whittier, Los Angeles County, to receive the honor conferred on him by a special Section of the Chamber's Agricultural Committee for "outstanding contributions to California's livestock and dairy industries." Carl L. Garrison headed the selection committee.

Know Your Chamber — Its Departments and Services

Following is another in a series of articles designed to acquaint Chamber members with a few of the numerous and varied services of the San Francisco Chamber of Commerce.

PUBLIC AFFAIRS

How will proposed local, state and national legislation affect the San Francisco business community? How can the San Francisco Chamber best help to assure for the City the finest possible air transportation service—the highest standards of public health?

Questions such as these are the concern of the Chamber's Public Affairs Department which helps to bring the organized strength of the business community to bear upon many of the vital problems in these fields which affect the business economy and welfare of San Francisco.

The development and implementation of a constructive legislative program in behalf of San Francisco's businessmen characterizes the work of the Legislative and National Affairs Section.

Arranging for legislators to sponsor bills, attending and testifying at hearings and securing the appearance of others, consulting with legislators on pending proposals and keeping abreast of day-to-day legislative developments generally—these require almost constant attendance by the Chamber's Legis-

(Continued on Page 3)

Chamber, Post Office Celebrate Regional Office Establishment in San Francisco

As a result of months of effort by the San Francisco Chamber of Commerce, the city's unrivaled position as a center of governmental as well as business activity will be further confirmed next Monday by the opening here of the California-Nevada-Pacific Islands Regional Headquarters of the Post Office Department of the United States.

The move was heralded by Chamber and Post Office Officials at a civic luncheon Wednesday as an indication of San Francisco's strategic location and importance in affairs of the West.

Special C of C Efforts For Election Pay Off

As November 2 election results showed the Chamber's recommendations upheld 93 per cent in State measures and 77 per cent in Municipal, President John B. Watson lauded the Chamber's Legislative and National Affairs Section and Tax Section for their work in bringing the issues before the public and urging a big vote.

"Through hard-hitting efforts in the press, radio and by other means," Watson said, "these Sections chairmanned by Vincent Cullinan and Henry C. Judd respectively, helped bring about support by the voting public of 14 out of 15 of its State ballot measure recommendations and seven out of nine local recommendations."

All of the important state and local issues—school bonds, McLain's aid to the aged, taxation exemption of vessels, exhibit hall, recreation center, cable car initiative, hospital and Laguna Honda Home bonds, and others, were decided according to the Chamber's recommendations.

In line with its efforts to "get out the vote," the Chamber in cooperation with the San Francisco Bar Association recorded Helen Hayes' voice on "platters" and in sound films and supplied these to every major radio and television station in Northern and Southern California.

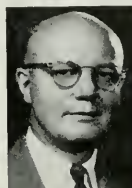
District Merchant Leaders Hosted at Special Dinner

Chamber officials entertained approximately 50 presidents and secretaries of the 27 San Francisco District Merchants Associations at a dinner Tuesday evening in Corinthian Hall at the Whitcomb Hotel.

Representing the Chamber at the annual affair were President John B. Watson; the Chamber's Retail Merchants Association President J. Howard Patrick; General Manager G. L. Fox, and RMA Managing Director H. V. Starr.

The Chamber's RMA coordinates activities with the District Merchants Associations. The annual dinner serves to broaden the areas of cooperation among the groups from the various districts in the city.

Eugene J. Lyons, Assistant Postmaster General, addressed the luncheon meeting held at the Fairmont Hotel chairmanned by Chamber President John B. Watson and referred to the new regional operation in San Francisco as "breaking the bottleneck" in postal operations.



Eugene J. Lyons

He said that postmasters in Los Angeles, Reno, Samoa and Guam, for example, no longer will have to report to Washington, D.C. They

will be responsible to district managers, who in turn will report to the San Francisco Regional Office.

The move, one of 15 regional office establishments being made throughout the nation, will mean an additional Post Office payroll in San Francisco of approximately \$186,000 and a staff of 31 top-level postal executives.

President Watson, in an opening address at the luncheon, said:

"We wanted them (the Regional Office executives) here, and we told them so—and we backed up our invitation by concrete reasons why San Francisco could best serve them.

"We welcome the Regional Headquarters to our ever-growing family of federal agencies, because here in San Francisco we have the strategic location, the labor force, the communications, the transportation and the cooperation by business and industry . . . all of which can mean so much to a successful and efficient government office."

A Post Office Department "task force" will open the new office Monday in the Flood Building, 870 Market. After approximately one month they will be replaced by the 31 permanent new employees.

Chamber Action

Highlights of the Past Two Weeks:

1. Helped bring about establishment here of Post Office Regional Headquarters (P. 1)
2. Made special effort to encourage voting (P. 1)
3. Awarded "Livestock Man" trophy (P. 2)
4. Held another successful "BE Day" (P. 2)
5. Supported ICC application (P. 2)
6. Planned event for highway officials (P. 2)
7. Presented Retail Sales Clinic (P. 3)
8. Started drive for new industry (P. 3)

"B-E" DAY PARTICIPATION BIGGER THAN EVER



BUSINESS-EDUCATION DAY, Friday, November 5, drew participation by more teachers and more firms than ever before, John A. Remick, "B-E" Day Chairman, reported this week. Exemplified in the picture above are some of the day's activities—left photo: At the Bank of California, before a large vault, F. G. Stradcuter, assistant cashier; Elliott McAllister, president; Mrs. Dorothy McCarthy of Parkside School; and John Nill of Lin-



coln High. Center photo—planning B-E Day program (standing), Dr. Herbert C. Clish, Superintendent of Schools, and Lisle L. Berkshire, Western Regional Manager, Chamber of Commerce of the U.S.; seated, B-E Chairman Remick and Miss Marilyn Siel of the John Robert Powers School of Self Improvement. Photo on right—At General Petroleum's San Mateo headquarters, Evelyn Scuotequazzo of Grant School; Harold Cunnings-



ham of C.C.S.F.; Robert Meier of Mission High; Mary Cavenagh of James Lick School; and J. H. Clark, General Petroleum division marketing assistant. "The teachers gleaned a great deal about the American system of enterprise which they cannot help but pass along to the youngsters in their classes," said Dr. Clish of the annual event.

ICC Grants Application Supported by Chamber

The application of the Waterman Steamship Corporation, supported by the Chamber's Transportation Department, for permanent rights to operate between San Francisco and other California ports and the Atlantic coast ports north of Philadelphia has been granted by the Interstate Commerce Commission.

The Chamber, through Transportation Department Manager Walter A. Rohde, actively supported the application of Waterman, which operates under the name "Arrow Line." The Commission's action follows issuance of a temporary certificate in July, 1953. The principal Atlantic coast ports are Brooklyn, Port Newark and Boston.

At a hearing before the Public Utilities Commission of California, the Chamber also supported a proposed new rule in Minimum Rate Tariff No. 2 which would permit combining of intrastate portion to be governed by the weight of the combined load.

Baker Heads S.F. Group at N.Y. World Trade Meet

James S. Baker, Manager, James S. Baker Co., and President of the Chamber's World Trade Association, will represent the Pacific Coast on a panel discussion of current trade problems at the 41st annual National Foreign Trade Convention in New York November 15, 16 and 17.

"Expansion of World Trade Depends on International Goodwill and Integrity" is the theme of the convention.

The San Francisco executives planning to attend include:

Merrill T. Austin, Foreign Freight Agent, Southern Pacific Company; Janus Campbell, Superintendent, Foreign Trade Zone No. 5; Alvin C. Tishbire, Manager, World Trade Department and Secretary, World Trade Association, San Francisco Chamber of Commerce; Gabriel Ferrante, Business Specialist, U.S. Department of Commerce; K. H. Linerney, Vice President, Freight Traffic Department, American President Lines; Mason Griendendorfer, President, W. J. Byrnes Co.; O. C. Hansen, Manager, Irazar & Hansen, Ltd.; W. C. Lane, Standard Oil Company of California; Maurice G. Latou, Vice President and Assistant Manager, International Banking Department, Bank of America N.T. & S.A.; Stanley Powell, Vice President, California Packing Corporation; Howard J. Schmitt, Vice President, The Anglo California National Bank of San Francisco. Mr. Powell is a member of the convention Executive Committee.

Industrial Development Continues High in Area

San Francisco Bay Region industrial capital commitments for the first three quarters of 1954 amounted to \$91,442,543, according to a survey completed by the Chamber's Industrial Development this week. The 378 projects making up this dollar total are 13 per cent greater than the like period of 1953. The first five industries by capital investment are:

	Projects	Capital Committed
Food and Kindred Products....	80	\$25,781,459
Chemicals and Allied Products.....	29	13,983,054
Paper and Allied Products	15	8,987,000
Products of Petroleum and Coal.....	15	6,536,249
Fabricated Metal Products	45	5,221,150

In the month of September San Francisco recorded three new plants and six expansions, committing \$15,000 and \$193,000, respectively. Twenty-nine new jobs were created by these projects. The capital investment will be over eight times greater than September of 1953.

Bay Region capital investment for September, slightly greater than last year, was \$4,290,000. Thirty projects represented were almost twice last year's number. Ten new plants accounted for \$965,000 and twenty expansions for \$3,425,030.

The whole of Northern California recorded twelve new plants at \$2,043,000 and 25 expansions at \$3,623,130. These 37 projects are exactly twice that recorded for 1953.

Cumulative totals for the first three quarters are as follows:

San Francisco		
14 New Plants	\$ 3,108,000	81 Jobs
54 Expansions	11,273,899	170 Jobs
67 Projects	\$ 14,581,899	251 Jobs
Bay Region		
108 New Plants	\$ 52,066,900	
270 Expansions	19,175,643	
378 Projects	\$ 91,442,543	
Northern California		
148 New Plants	\$ 62,164,200	
116 Expansions	41,206,143	
264 Projects	\$ 103,370,343	

Telephone Co. Officials Host Chamber Directors

Color television and the technical miracles of modern-day telecasting and telephone service were shown Chamber Directors and other business and civic leaders by officials of the Pacific Telephone and Telegraph Company recently. Led by Roy N. Buell, division commercial manager, the PT&T executives showed their guests a live color telecast of the Bob Crosby show and permitted them to watch operations in the master television control center in the telephone company office at 333 Grant Avenue.

At luncheon in the Colonial Room of the Fairmont Hotel the guests were shown the latest advances in telephone equipment, including automatic answering machines and telephones with loud-speaking equipment.

Deep appreciation for an interesting and informative session was expressed this week by Chamber President John B. Watson, who named the hosts as follows:

Vice Presidents R. S. Gilmer, California Operations; L. D. Maloney, Northern California-Nevada area; Glen Ireland, personnel; G. P. Wallick, California Administration; L. M. Stromberg, general commercial manager, Northern California and Nevada; R. H. Hartough, assistant to the vice president and general manager; Neil Callahan, staff supervisor, San Francisco; Carl Finn, division commercial supervisor.

District Commercial Managers R. B. Crocker, R. L. Green, J. L. Sweeney, Ray Dempsey; F. W. Cole, revenue accountant; G. H. Rathmell, division plant manager; B. H. Beaverder, division traffic manager; and Mrs. B. F. Jensen, assistant vice president.

Chamber to Host Highway Officials at Luncheon

The Chamber will honor members of the California State Highway Commission and staff of the California State Division of Highways at a luncheon Thursday noon, November 18, in the Golden Empire Room of the Mark Hopkins Hotel.

Chamber President John B. Watson, the Board of Directors, members of the Street, Highway and Bridge Section of the Chamber's Civic Development Department and city and state officials will attend the luncheon.

The Chamber's Street, Highway and Bridge Section works closely with the Commission on the substantial annual budget allotments for state highway construction projects in San Francisco.

Welcome... New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization.

ALLIED CANNERS & PACKERS, INC.

Import—export
444 Market Street

THE APOTHECARY

Drugs—retail
500 Sutter Street

BASIC VEGETABLE PRODUCTS, INC.

Vegetable dehydrators
315 Montgomery Street

BECK BUSINESS SERVICE AGENCY

Employment agency
110 Sutter Street

R. M. BRACAMONTE & CO.

Packaging materials
252 Spear Street

WILLIAM W. BREWER

Engineer
414 Jackson Street

BROADWAY PLUMBING CO.

Plumbing and heating
1790 Yosemite Avenue

BROWN BUICK CO.

Automobiles
3700 Geary Blvd.

J. R. CALLOWAY & CO.

Import—export
312 Mason Street

CASH REALTY CO.

Real Estate
3221 Mission Street

CHART-ART STUDIOS

Charts and graphs
2 Pine Street

COLONIAL SAVINGS AND LOAN

ASSOCIATION

Savings and loans
98 West Portal Avenue

COLUMBIA OF SAN FRANCISCO

Clothing—retail
1111 Market Street

CONSOLIDATED FOOD PROCESSORS,

INC.

Exporters
230 California Street

FRANK G. CORKER

Management Consultant
666 Mission Street



LEARNING SALES TECHNIQUES at the Retail Sales Clinic sponsored by the Chamber's Retail Merchants Association, the Retail Dry Goods Association and the Distributive Education Department of the Public Schools was the group shown above—a small part of a capacity audience at last Wednesday's session in Commerce High School Auditorium. This session concluded a series of three hard-hitting night courses instructed by Reginald Y. Alexander, Public Schools Specialist

in sales training. The October 27 session was moderated by RMA President J. Howard Patrick (inset). Jerome P. Newbauer and Ray S. McConnell moderated the November 3 and 10 sessions, respectively. R. Earl Thompson of the Distributive Education Department was coordinator. Between 500 and 1000 sales people attended each of the three sessions—described as "an outstanding program to increase local retail sales efficiency."

Chamber Solicits Tool Manufacturers for Area

With the goal of providing better service and lower costs to Bay Region industry through new factories, the Chamber's Industrial Department has mailed a special promotional kit to 34 major eastern metalworking machinery manufacturers.

The campaign has been occasioned by the recent opening of the new E. W. Bliss Co. plant at San Jose. Bliss is the first major machine-tool builder to establish a completely integrated plant on the West Coast.

The rapid and diversified growth of Bay Region industry makes it imperative that local manufacturers receive the benefits of technical aid, better service and lower costs resulting from nearby plant locations of the metalworking machinery industry, according to the Chamber.

It is hoped the promotional mailing will help bring this about more quickly.

Know Your Chamber

—Its Departments and Services

(Continued from page 1)

lative Representative at the General, Budget and Special Sessions of the Legislature.

Through Bay Region Business and other means, Chamber members are kept informed of the progress of major legislative proposals; names of public officials; interim committees with subject matter to be studied; analysis of, and voting recommendations for, ballot measures; election results, etc.

The Tax Section devotes its attention to seeking top efficiency in local, State and Federal Government—at a minimum cost. It has constantly sought to control excessive spending. At the State level the Tax Section works closely with the State Chamber of Commerce to implement locally the successful statewide efforts to achieve a balanced State budget.

Maintaining a working liaison with its Congressional delegation, the Section is a vigorous spokesman in support of economy at the Federal level.

Searching study of local and state ballot measures dealing with fiscal matters is a major part of the Tax Section's work.

The Aviation Section recently helped to stage the huge celebration marking completion of San Francisco's \$50,000,000 International Airport. The Section works constantly to improve the competitive position of the Airport as a terminal for domestic and international air carriers.

Co-sponsorship this year of a luncheon featuring the President of the American Medical Association is typical of Public Health Section activities that reflect the business community's interest in such problems as industrial health and care of the aged.

The Armed Forces Section projects include sponsorship of the annual Armed Forces Day Luncheon and the staging of appropriate civic welcomes to major units of the Fleet. The Section studies and recommends on problems affecting the morale of the Armed Forces and assists various active and reserve components in fulfilling their missions.



CHEMICAL INDUSTRY SECTION members and their hosts are pictured above at their recent field trip designed to afford on-the-spot observation of advances in Bay Area chemical manufacturing. Led by Section Chairman Matt Scott, the group visited the Pacific Gas & Electric Company Moss Landing power plant and the Dolomite, Sea Water

Magnesia and Refractory plants of Kaiser Aluminum & Chemical Corp. Hosts for the highly interesting and instructive field trip were Joseph Gumz, manager, commercial and industrial sales, PG&E; and Fred Lohse of Kaiser Chemicals, substituting for A. C. Byrnes, director of research,

Hitting the High Spots

With Walt Brown

PRESIDENT JOHN B. WATSON and Industrial Department Manager **Lewis M. Holland** attended the quarterly dinner of the Nat'l Assn. of Supervisors' SF Naval Shipyard group, October 28. Watson congratulated the members an efficiency records being established at the yard and for their work in promoting community understanding of the importance of the yard . . . **HOLIDAY**, Dec. issue, now on the stands, has a fine feature on California in which SF is glowingly described as one of the world's "most beloved cities" . . . **EXHIBIT SPACE** is still available for Western firms at the "biggest scientific gathering ever held in the West," the annual meeting of the American Assn. for the Advancement of Science at U.C. Dec. 26-31. Inquiries should be directed to Dr. Robt. D. Cutter, exposition chairman, at the Cutter Laboratories, Berkeley . . . **ALASKAN-S.F. TRADE** expansion was encouraged in a letter by Chamber Pres. John Watson last wk. to the Alaska Chamber of Commerce which will be read at the organization's annual meeting going on today and tomorrow at Anchorage . . . **GEORGE L. HARDING** of PT&T has been elected Chairman of Region 12 [Calif., Ariz., Nev.], Boy Scouts of America. More than 50 Councils will be under Harding's supervision . . . **WESTERN PLASTICS**, latest addition to the local trade publishing field, mailed its second issue (December) to plastics industry executives in the 11 Western States this week. R. G. Newhall, formerly with the market development staff of Granite Chemical Co. and later western mgr. for Arthur D. Little Associates, is editor of the monthly magazine whose controlled free circulation is 4,127.



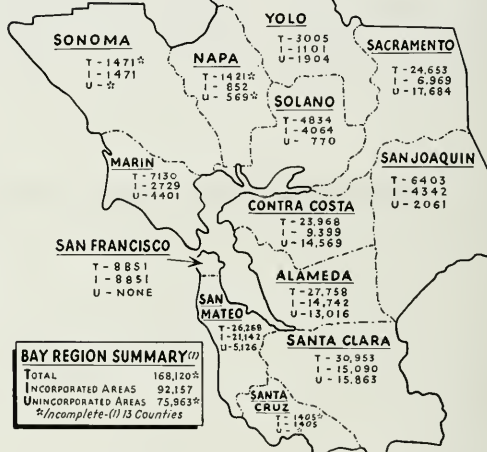
44,100 PEOPLE EVERY DAY saw this message by the Chamber's "Keep Green" Committee during the summer months just passed—a painted jumbo bulletin located on the San Francisco-Oakland Bay Bridge. Foster & Kleiser Company produced the poster, which normally is priced at \$1200 a month, as its contribution to the Chamber's effort to prevent forest fires during the critical months of June-September. In addition to this, the "Keep Green" Committee headed by William J. Losh furnished, through the facilities of the Chamber's Publicity Department, every radio and television station in Northern California with spot announcements cautioning care by the vacationing public.

RESIDENTIAL BUILDING SOARS

San Francisco Chambergraph* - - - - - No. 11

SAN FRANCISCO BAY REGION NEW DWELLING UNITS

Authorized by Local Building Permits
During 4 year period 1950-1953



VITAL FACTOR IN EXPANDING ECONOMY

New dwelling units authorized in the San Francisco Bay Region during the five-year period—January 1, 1950, to December 31, 1954—are expected to exceed 200,000. The new supply of housing, adequate for 600,000 persons at the 1950 occupancy rate, will account for nearly one-sixth of the total dwellings in the Bay Region.

San Francisco leads the four-year, 1950-1953, growth with an average of 197 new dwelling units per square mile of land area followed by San Mateo, 58, Alameda, 38, Contra Costa, 33, Sacramento, 25, and Santa Clara, 24. The incorporated areas of the Bay Region accounted for 55 per cent of the new authorized dwellings, and the unincorporated areas for 45 per cent.

*A regular feature . . . Ask the Chamber for Reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Japan Trade Center Opens in San Francisco

Opening of the Japan Trade Center, 38 Sansome Street, on November 22 will mark another milestone in the promotion of Pacific Coast trade, according to James S. Baker, President of the Chamber's World Trade Association.

Jointly sponsored by the Japan Foreign Office and Ministry of International Trade and Industry to foster the sale of Japanese

products, the Center is the first of its kind on the Pacific Coast. Genzo Maezawa, who has 37 years of international trade experience, is the director.

The Chamber is supporting the Center's application for Foreign Trade Zone privileges. Approval would facilitate entry, clearance and display of sample products.

Calendar—Chamber Events

November 12-26

November 15—BMA BOARD OF DIRECTORS, General Meeting, 20 E. 10th St., 11:15 p.m.

Agenda: Election of Officers and Board Sales Clerk; Report on Parking; Joint Meeting Activities.

November 18—STREET HIGHWAY AND BRIDGE SECTION, Golden Gate Bridge, Mark Hopkins Hotel, noon.

Agenda: Highway and Highway Commuters and Division Highway Study.

November 17—SPECIAL MILITARY COMMITTEE, Room 100, 1000 Market St., 11:15 p.m.

Agenda: Discussion of Military Activities.

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U. S. POSTAGE

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San Francisco, Calif.

Permit No. 1880



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Patrick, Elder, DeBonis, Starr Elected to Head Retail Merchants Association, '54-'55

J. Howard Patrick, President of Patrick & Co., was re-elected President of the Retail Merchants Association (RMA) of the San Francisco Chamber of Commerce at an annual meeting held last week. Paul Elder, Jr., of Paul Elder & Co. and George DeBonis of The City of Paris were elected First and Second Vice Presidents, respectively.

Harold V. Starr, Manager of the Chamber's Civic Development Department, was re-elected Managing Director of the Association whose purpose is to protect and improve the city's retail industry. Starr is the RMA's representative on the Council of District Merchants. As a board member of the latter organization, he maintains liaison between the district merchant groups and the RMA.

Representative of the entire city rather than of any one area within it, according to Patrick, the RMA is made up of merchants in the retail fields of books, men's clothing, chain stores, drugs, dry goods, flowers, furs, furniture, electrical appliances, groceries, hardware, jewelry, motor cars, music, optical products, shoes, stationery, tailoring, rubber, children's wear, women's wear, restaurants, baking, meat and tobacco. Each of these fields through its appropriate trade organization is represented on the RMA's board of directors, Patrick said.

In accepting office for the second successive year, Patrick outlined the Association's work program which includes representing San Francisco merchants before the Board of Supervisors and various city departments;



1954-55 OFFICERS—J. Howard Patrick (center), re-elected RMA President, confers with Paul Elder, Jr. (left), new Vice President, and Harold V. Starr, re-elected Managing Director.

cooperating with state and national associations on all legislative matters affecting retailers; distributing calendars of events, retail merchants classified lists and special bulletins regarding store hours, merchandising rulings, civic drives and general information pertinent to the trade; and holding spring and fall salesmanship courses to improve merchandising techniques.

Inaugural Mail Airlift Makes History at S.F. International Airport

San Francisco Chamber officials witnessed the inaugural Monday morning of the Pacific Coast first-class mail airlift which left San Francisco's International Airport on Western Air Lines Flight 606 for the Pacific Northwest.

Chamber President John B. Watson and Aviation Committee Chairman Clay Bernard were among a large group of city, business, aviation and Post Office officials who breakfasted at the airport and then saw the loading of the first batch of regular three-cent mail airborne on the West Coast on a space-available basis.

The new service, described as "an historic mail event," will link 17 cities in California, Oregon and Washington, speeding delivery of first-class mail between these points by 24-48 hours.

Assistant Postmaster General Albert J. Robertson represented Postmaster General Arthur E. Summerfield as principal speaker at the inaugural breakfast. He described the new service as "another step in the Department's determination to bring to the American people the best possible postal service at the lowest possible cost." The breakfast was sponsored by the scheduled airlines of San Francisco with Postmaster John F. Fixa acting as host and master of ceremonies.

Mayor Robinson was represented at the ceremonies by Supervisor James E. Halley. George Christopher, President of the Board of Supervisors, represented the latter body.

Chamber Successful in Mining Office Campaign

A spirited drive by the Chamber's Mining Committee to prevent transfer of the Mining Bureau regional headquarters from San Francisco to Reno bore fruit last week. Felix E. Wormser, Assistant Secretary for Mineral Resources of the Department of the Interior, informed Mining Committee Chairman Phil R. Bradley, Jr., that the administrative headquarters for California and Nevada are here to stay.

Under the Bureau of Mines reorganization plan, the states of California and Nevada are designated as Region II, Bradley announced. Harold G. Miller, a Bureau of Mines employee since 1923 and director here since 1949, will continue as Regional Director.

"We are, of course, gratified with the decision to retain the regional headquarters in San Francisco," Bradley observed. "San Francisco is the administrative center for the major portion of the mining industry in the West. It would have been highly illogical to transfer this important function from our city."

"Retention of the office in here will provide for efficiency in operation and sufficiency of contact between the Bureau and mining people here," Bradley said.



HIGHWAY MEETING—Mayor Elmer E. Robinson (left), Chamber President John B. Watson (center) and Frank B. Durkee, Chairman, State Highway Commission and Director of Public Works are pictured at the head table of a luncheon meeting November 18 sponsored by the Chamber in honor of officials of the Highway Commission and the State Division of Highways. San Francisco's highway needs—how they've been met in the past, and requirements for the future—were discussed informally at the annual meeting.

Mayor Robinson welcomed the group and declared that cooperation by the Commission

has always been "the very best." President Watson lauded the Commission's close work with the Chamber's Street, Highway and Bridge Section in relation to State highway construction in San Francisco. "Accomplishments have been most gratifying and the freeway improvements in particular have helped materially in expediting the flow of San Francisco traffic," Mr. Watson declared.

Fourteen Chamber Directors and 16 members of the Street, Highway and Bridge Section chairmanned by Leonard S. Mosias, were among those attending.

General Business Activity

FOR OCTOBER AND THE FIRST TEN MONTHS OF 1954

TREND

The trend of general business activity in San Francisco during October continued close to last year's pattern but turned up slightly from the preceding month. A San Francisco Chamber of Commerce business activity index at 127.0 topped September by 0.7% and October a year ago by 2.2%; the ten months' index was within 0.3% of a year ago.

The activities which came close to last years' ten months level were bank debits, retail department store sales, commercial and residential water consumption, electrical energy sales and sales of industrial and commercial gas, foreign revenue tonnage through the Port, receipts of fruits and vegetables and live stock slaughter. Activities chalking up substantial gains for the cumulative period were residential building permit value, market value of shares traded on the S.F. Stock Exchange, and airport traffic.

EMPLOYMENT

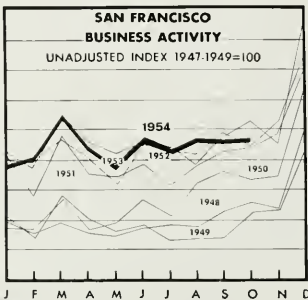
Total October employment in the six county metropolitan area amounted to 1,018,800 compared to 1,022,300 in September and 1,042,500 in October a year ago according to the State Department of Employment estimate. Total employment was off 2.3% in October compared to a year ago but the finance, insurance and real estate group was up 0.8%, service, 1.5% and agriculture, 3.5%; these groups also showed gains for the cumulative period amounting to 0.6%, 2.1% and 2.9% respectively.

CONSTRUCTION—REAL ESTATE

October dwelling units starts in the nine bay counties preliminary report of the U.S. Department of Labor amounted to 3,800 compared to 3,817 (final) in September and 2,046 in October last year. Starts for the ten months amounted to 34,596 compared to 25,607 last year. San Francisco October building permits numbered 721 and amounted to \$4,731,330; new residential accounted for \$1,979,000 and provided for 143 dwelling units of which 72 were single family, six were two-family and 65 multi-family; new non-residential permit value amounted to \$647,630; additions, alterations and repairs to \$2,103,800. Ten months total building permits value in San Francisco of \$49,675,109 represented an increase of 7.1%; the new residential value of \$20,730,996 was up 63.4% and provided for 2,094 dwelling units compared to 1,246 last year; new non-residential amounted to \$17,585,876 and was off 17%; additions, alterations and repairs amounting to \$11,358,235 was off 9.2%. October real estate transactions in San Francisco were practically identical to October last year, with 1,592 deeds recorded compared to 1,594 of a year ago.

TRADE

San Francisco October department store sales were 10.9% above a year ago according to Federal Reserve Bank unadjusted index. Sales for the ten months were up 0.9%. Merchant wholesalers sales on the Pacific Coast during September were 6% above September last year and 5% above the preceding month. September grocery sales were up 4% compared to a year ago and fresh fruit sales, 12%, drugs, 6%, tobacco, 6%, apparel, 43%, furniture and household furnishings, 9%, automotive equipment, 1% and lumber and construction materials, 37%. Industrial material sales were off 36% and hardware, 3%.



FINANCE

October bank debits for the five bay cities amounting to \$3,892,460 were 0.7% above October last year. Debits for the first 10 months amounting to \$38,832,058,000 accounted for 28% of the 12th District debits but were 0.9% below last year. The market value of shares traded on the San Francisco Stock Exchange in October was \$0.4% above a year ago amounting to \$22,540,121, the 10 months transactions of \$235,967,677 was up 42.9% but the number of shares traded was down 19.7%.

TRANSPORTATION

Truck movements in the San Francisco area in October were 1.4% above a year ago and the 10 months total up 2.3%. Freight car movements' 10-months total settled 10.1% San Francisco airport traffic during September (the latest available) showed a gain of 14.8% in planes and 14% in passengers with a 9 months total up 11.9% for planes and 10.6% in passengers. September air freight was up 17.8% and the 9 months total, 12.3%. Out of state passenger cars entering through northern California gateways during the first 10 months totalled 678,782 compared to 678,687 a year ago.

October Port of San Francisco revenue tons amounted to 435,544; the 10 months cumulative of 4,477,135 was down 4.9%; foreign revenue tonnage accounted for one half of the port's total revenue tonnage during the 10 months and was off only 1.3%.

UTILITIES

Industrial and commercial gas sales in San Francisco during October were up 5.7% and electrical energy sales, 5.8%; the 10 months total was up 1.2% and 2.4% respectively.

Residential water consumption was up 0.7% in October and 2% for the cumulative period, but commercial and industrial water consumption was practically the same as last year.

OCTOBER BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	OCTOBER 1954	% from 1953	10 Mo. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100				
CONSTRUCTION PERMITS	127.0	+2.2	124.3	+0.3
Value	4,731,330	+3.9	49,675,109	+1.3
Residential, New	1,979,000	+12.6	20,730,996	+63.4
Dwelling Units	143	+78.8	2,094	+68.1
Single-Family Units, New	72	+56.5	868	+25.1
Non-Residential, New	647,630	+92.3	17,585,876	+17.0
Addns., Alterations and Repairs	2,103,800	+67.9	11,358,235	+9.2
REAL ESTATE—Deeds Recorded	1,592	+0.2	14,327	+9.0
*RETAIL DEPARTMENT STORE SALES	122	+10.9	107	+0.9
FINANCE—Bank Debits	3,892,460	+0.3	31,096,016	+0.2
Postal Receipts	5,048,524	+3.1	26,875,105	+0.4
S. F. Stock Exchange	22,540,121	+0.4	235,967,677	+42.9
Market Value \$	22,540,121	+0.4	235,967,677	+42.9
COMMERCIAL FAILURES	Number	10	151	+28.8
INDUSTRY TREND—6 Bay Area Counties Total Employed	1,018,800	+2.3	1,005,670	+2.2
Manufacturing—Average Weekly Earnings (Dollars)	86.16	+1.1	86.16	+1.1
Manufacturing (Employment)	206,800	+9.0	206,950	+3.3
Construction, Contract	68,200	+4.9	63,190	+4.9
Finance, Ins., Real Estate	65,500	+0.8	63,190	+0.6
Retail Trade	122	+10.9	107	+0.9
Wholesale Trade	7,000	+1.9	7,120	+0.8
Service	213,300	+1.3	209,850	+2.1
Trans., Comm. & Utilities	110,100	+5.1	110,280	+1.7
Agriculture	23,700	+3.5	20,910	+2.9
Govt.—Fed., State, City	85,500	+1.6	86,010	+4.7
Other	2,600	+0.0	2,240	+0.0
TRANSPORTATION FTL Car Movements	134,665	+11.0	134,291	+10.1
S. F. Airport—Planes In and Out	11,448	+14.8	98,222	+11.9
Passengers On and Off	204,908	+14.0	1,620,710	+10.6
Air Mail Loaded & Unloaded	2,214,874	+0.7	20,784,180	+1.6
Air Express Loaded & Unloaded	1,812,704	+15.8	1,569,780	+1.4
Air Freight Loaded & Unloaded	5,981,473	+17.8	42,063,083	+12.4
Rail Express Shipments	92,417	+0.1	9,024,111	+8.1
Truck Movements—S. F. Area	134,665	+11.0	134,291	+10.1
Out-of-State passenger car entries into N.C. Number	678,782	+1.4	678,687	+1.3
PORT OF SAN FRANCISCO—Revenue Tons	435,544	+1.3	4,477,135	+4.9
Coastwise	10,177	+0.6	111,400	+1.7
International	37,401	+4.3	371,705	+1.2
Foreign	11,140	+0.5	1,234,474	+1.1
CARGO VESSELS (S. F. Bay)—Arrivals	1,688	+8.5	8,741	+7.4
Millions of Registered Tons	1,688	+8.5	8,741	+7.4
UTILITIES—Ind and Comm. Gas Sales	1,312,201	+5.7	12,961,188	+1.3
Electric Energy Sales—k-w hours	1,312,201	+5.7	12,961,188	+1.3
Water Consumption—Comm. and Ind.	1,312,201	+5.7	12,961,188	+1.3
NEW DEVELOPMENTS—Tourist and Settler	Inq No.	+9.3	1,010	+9.3
Bay Bridge Vehicle Crossings	Number	+3.8	1,010	+3.8
Golden Gate Bridge Vehicle Crossings	Number	+3.8	1,010	+3.8
FRUITS AND VEGETABLE RECEIPTS	Cars	+1.8	1,010	+1.8
LIVESTOCK SLAUGHTER (Insp Disls)	Number	+1.8	1,010	+1.8
S. F. LIVING COSTS—All Items	Index	+0.0	113.5	+0.3

*New Series (1947-49 Average = 100) (a) preliminary (b) September (c) October (d) November (e) December (f) January (g) February (h) March (i) April (j) May (k) June (l) July (m) August (n) September (o) October (p) November (q) December (r) January (s) February (t) March (u) April (v) May (w) June (x) July (y) August (z) September (aa) October (ab) November (ac) December (ad) January (ae) February (af) March (ag) April (ah) May (ai) June (aj) July (ak) August (al) September (am) October (an) November (ao) December (ap) January (aq) February (ar) March (as) April (at) May (au) June (av) July (aw) August (ax) September (ay) October (az) November (ba) December (bb) January (bc) February (bd) March (be) April (bf) May (bg) June (bh) July (bi) August (bj) September (bk) October (bl) November (bm) December (bn) January (bo) February (bp) March (bq) April (br) May (bs) June (bt) July (bu) August (bv) September (bw) October (bx) November (by) December (bz) January (ca) February (cb) March 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Special Chamber Group Seeks Improvements in S.F. Fishing Facilities

Ways and means of improving San Francisco waterfront facilities for sports fishing boats will be the subject of a project being undertaken by the Capital Improvement and Land Use Section of the San Francisco Chamber, according to an announcement by President John B. Watson.

Sports fishing is an exceedingly important business for San Francisco and present facilities at the cove near the Marina and Fisherman's Wharf do not seem to be adequate, Mr. Watson said. Thousands of persons visit San Francisco each year and board boats for deepsea fishing, spending substantial sums in boat fares, bait, and all types of fishing gear, in addition to patronizing local restaurants and hotels. They should have the best possible facilities at which to board the "commercial boats" and at which to disembark from them after fishing trips, Mr. Watson declared.

The Chamber recognizes that the problem of providing better facilities is a difficult one and that is why the work of the Capital Improvement and Land Use Section is being requested, he said.

Owners of the party boats are members of Golden Gate Sport Fishers, which has a membership of 247. In 1947, there were 25 boats and there are now about ten times this number taking parties outside the Golden Gate for deepsea fishing. Each represents an investment of from \$6,000 to \$20,000. In 1952 they were used by 55,000 sports fishermen and in 1953 the number had grown to 85,600, who, it is said, spent \$385,000 for fares, \$50,000 for bait, \$50,000 for sinkers and over \$3,000,000 for other gear.

Boats are using various facilities in the Bay Area, but it is said that all concerned are desirous of an adequate facility as near as possible to the Golden Gate on the San Francisco waterfront. It also is contended that improvements would be self-liquidating.

Dan A. Giles of the Dinwiddie Construction Co. is Chairman of the Capital Improvement and Land Use Section of the San Francisco Civic Development Committee.



NEW POST OFFICE MANAGER—Orange H. Fuller (third from left) is shown here being sworn in as San Francisco's new Regional Operations Manager, U.S. Post Office Department, by The Honorable Eugene J. Lyons, Assistant Postmaster General, Bureau of Personnel. Looking on are (left) Chamber President John B. Watson and (right) John E. Scoggins, Acting President, World Trade Association of the San Francisco Chamber of Commerce. The ceremony was held at a recent civic luncheon co-sponsored by the Chamber and the World Trade Association at the Fairmont Hotel. The event was in honor of San Francisco's being selected as the California-Nevada-Pacific Islands Re-

gional Headquarters of the Post Office Department. The new office is the ninth out of a total of 15 regional headquarters being established throughout the nation.

Typical of praise given the San Francisco Chamber for its part in securing the regional establishment here instead of elsewhere in California was a letter from George Christopher, President of the Board of Supervisors, in which he said: "I should like to take this opportunity of congratulating... all of the officers of the Chamber of Commerce for their work in bringing to San Francisco the regional headquarters." He termed the Chamber's action a "valuable service to the community."

Group Named For Action On Produce Mart Location

John E. Cahill of the Chamber's Industrial Development Committee has been named Chairman of a three-man Action Committee to make a final site determination for San Francisco's proposed new Produce Market.

Appointment of the Action Committee resulted from a Chamber-sponsored meeting November 9 attended by both advocates and opponents of current plans to move the congested produce district. The meeting was chairmanned by Randall Larson. The Chamber has proposed the South Basin farm housing project site near Hunters Point as the new location for the Market.

Cahill is associated with Cahill Brothers Inc., a construction firm. Other members of the Action Committee are Richard Meyerhoff, vice-president of A. Levy-J. Zentner, the state's largest fresh produce firm, and Milton I. Ross, president of Jacobs, Malcolm & Burt, a leading San Francisco firm.

S.F. Projects Featured In Steel Publication

Two San Francisco construction projects, the 25-story Equitable Life Assurance Society building and the Ninth and Tenth Street Connections of the Bayshore Freeway are featured in the fourth quarter issue of the national trade publication, Steel Construction Digest.

A picture of the Equitable building steel framework construction in progress is featured on the cover of the magazine, which is published by the American Institute of Steel Construction. In addition, there is a two-page feature article on the building's unique steel framing for earthquake resistance. Consolidated Western Steel Division of U.S. Steel Corp. is fabricating and erecting the structural steel.

The Ninth and Tenth Street Connections of the Bayshore Freeway were selected as examples of the most beautiful steel bridges in the country opened to traffic in 1953. The gracefully curved overhead connections won first place in the Class II division for bridges with spans under 400 feet in the American Institute of Steel Construction's 26th Annual Aesthetic Bridge Competition. The connections were designed by the Bridge Department, Division of Highways, State of California, and fabricated by Bethlehem Pacific Coast Steel Corp.



HONORARY STATE FARMER—Nye Wilson (left), secretary-manager of the No. 1-A District Agricultural Association and an active member of the Chamber's Agricultural Committee, recently was presented with the Future Farmers of America Honorary State Farmer Award by (center) Charles Williams of Lompoc, FFA state vice president. Looking on is Thor W. Christensen, Vice Chairman of the Chamber's Agricultural Committee. The award was made at a meeting of the Agricultural Committee at the Fairmont Hotel.

Committee Meetings

November 27-December 10

November 26 **INDUSTRIAL DEVELOPMENT COMMITTEE**, Commercial Club, 12:15 p.m.

Agenda: Discussion of produce market relocation.

December 1 **MINING COMMITTEE**, Commercial Club, 12:15 p.m.

December 12 **AVIATION SECTION**, Bardelli's, 12 noon.

December 7 **PRODUCE MARKET SITE SECTION**. (Notice to be mailed.)



Buy Christmas Seals

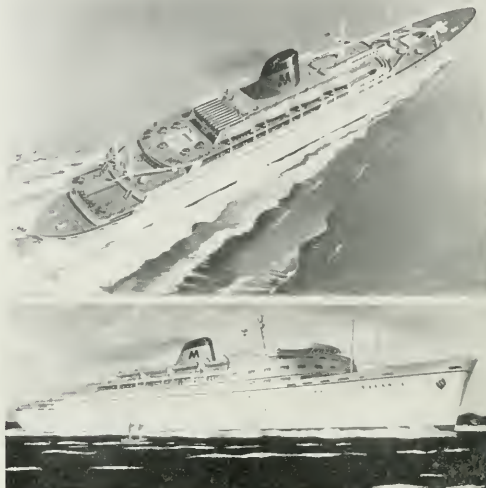
Hitting the High Spots

With Walt Brown

"GREATEST FORESTRY EVENT ever held in the West"—that's the description given the 45th Annual Forestry Conference scheduled for Dec. 8-9-10 at the Elmont Hotel. Theme: the vital role of forests in the regional and nat'l economy. Registration, at the Elmont, is Dec. 7; those interested in having exhibits should contact the J. L. Stuart Co., ... **CALIFORNIA PRINTING COMPANY** is 35 yrs. old this month, and the fact that the firm prints Bay Region Business in a phenomenally short time each fortnight is incidental to the Chamber's offering hearty congratulations for more than a third of a century of printing know-how. ... **E. S. BROWNING COMPANY** has notified the Chamber of the unfortunate passing of its owner, Edgar S. Browning. A glimpse into Mr. Browning's character is afforded by the fact that one of his last requests was that in lieu of flowers, friends send contributions to the Foundation for the Blind. ... **IRVING LUNDBORG & CO.**, SF brokerage firm has opened its 6th office in this area, 1134 Chestnut St., Menlo Park. ... **AID RETARDED CHILDREN, INC.** just concluded its annual drive for funds. In case you missed it and wish to aid in the worthy program of helping the retarded child take his place in the community, you should contact the A.R.C. office at ORdway 3-3602. ... **KELLOGG-LITTLE CO.**, 1099 Folsom St., distributors of McCulloch chain saws, is now No. Calif. distributor for Rotatiller. Formerly the Kellogg Co., this firm recently expanded and incorporated, with Ned Kellogg as pres. and Edward Little as vice pres. ... **PRODUCTION MANAGEMENT ENGINEERING ASSOCIATES** announces that E. D. Hayward, with the management consulting firm since 1926, has been elected President. ... **CHARLES B. CLARK** of Traffic Service Corp. and **HARRY A. HUNT** of the Johnson Line have been named to head arrangements for the Bay Area's second annual Foreign Trade Transportation Institute to be held here next May 9-12, according to an announcement by the Board of State Harbor Commissioners. Part of SF. ... **PARAMOUNT FLAG CO.**'s new address is 33 Fremont St.; telephone number, YU 6-3686 remains the same. ... **PERCY B. MAYER** of the Chamber's Membership Relations Dept. addressed the Campbell Chamber of Commerce (where his son is an active member) at a luncheon meeting last week on the subject of chamber memberships. ... **PACIFIC PRODUCTIONS** is the new name of the former Photo & Sound Production, and the new address is 414 Mason St., telephone YUlin 2-3986. ... **VICTOR FEATHER**, Asst. Sec'y, British Trades Union Congress London was guest speaker at the Chamber's World Trade Assn. meeting Wednesday. ... **WALTON R. SMITH** has been re-elected pres. of the A.S.M., of American Battery Manufacturers.

NEW LINERS FOR PACIFIC TRADE

San Francisco Progressogram* - - - - - No. 12



SAN FRANCISCO HOME PORT FOR NEW SHIPS

Oceanic Steamship Company, principal American-flag carrier in the Pacific Coast-Australian-New Zealand trade since 1885, will re-establish passenger service with two new one-class liners of special design, the parent Matson Navigation Company has announced.

The twin 20-knot, 360-passenger vessels (sketched above) will be ready for their maiden voyages in mid-1956 if the \$40 million ship program is approved by the Federal Maritime Board. The new service will strengthen commercial and social ties between the U.S. and the Pacific communities.

First post-war liners designed for a Pacific service, the ships measure 563 ft. in over-all length, have a 76 ft. beam and are of 14,000 gross tons. They will cruise to Sydney in 17½ days from California, via Honolulu, Pago Pago, Suva and Wellington.

The famed liners Mariposa and Monterey served the route before the war. Postwar service has been maintained with four C-2 class freighters.

*A regular feature . . . Ask the Chamber for Reprints:
EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Guardsmen Tree Sale & T.B. Seal Drives Open

Two charitable causes bound up inseparably with the Yuletide season were called to the public's attention this week—the Guardsmen's Christmas Tree Program and the Tuberculosis Assn. Christmas Seal Sale.

The Guardsmen's trees will go on sale at their well-known lot at California and Laurel streets. Proceeds send underprivileged chil-

dren to summer camp next year.

Purchase by the public of the Tuberculosis Christmas Seals will provide much-needed funds for continued work toward controlling and eliminating the disease here.

The Chamber lauded both programs and urged support by its membership.

Chamber Action

Highlights of the Past Two Weeks:

1. Retained Mining Bureau office here (P. 1)
2. Discussed highway needs with officials (P. 1)
3. Saluted new Pacific Coast Mail Airlift (P. 1)
3. Elected Retail Merchants Assn. officers (P. 1)
5. Opened drive for fishing facilities (P. 3)
6. Sponsored special Post Office event (P. 3)
7. Formed Produce Mart action group (P. 3)
8. Made 10-months business survey (P. 2)

BAY REGION BUSINESS

WALTER J. BROWN, Editor
Ralph S. Clegg, Jr., Asst. Editor

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Bay Region Business

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THOS. J. MELLON ELECTED 1955 PRESIDENT

Chamber Inaugurates New Trade Promotion Service for Members

A new service for Chamber members, designed to increase their sales and income by expanding the markets for San Francisco products, has been announced by the Sales Promotion Subcommittee of the Chamber's Domestic Trade Committee.

This new direct service will stimulate business for San Francisco and create more income, jobs and payrolls, according to Subcommittee Chairman C. E. Peterson.

The program is specifically designed to focus the attention of other cities on the variety of manufactured goods available in San Francisco, Peterson said. Chamber members interested in expanding distribution of their products are urged to contact the Sales Promotion Subcommittee immediately by calling EX. 2-4511, Local 63.

Information received will be forwarded by the Subcommittee to Chambers of Commerce in areas in which the San Francisco firms are interested for referral to reliable outlets. These outlets will be asked to contact the San Francisco firms directly. Manufacturers' agents who have written recently seeking San Francisco lines will be informed of the products available. Excellent contacts have been established with Chambers in the major market centers of the United States.

Firms interested in the new service are urged to forward immediately to the Sales Promotion Subcommittee at the Chamber offices, 333 Pine Street, San Francisco 4, the following information:

1. Name of firm and address.
2. Official's name and title.
3. Products manufactured or distributed.
4. Areas or cities in which outlet is desired.
5. Type of outlet desired (wholesalers, jobber, manufacturers' agent or other.)

Support Given to Pan-Am, Scandinavian Applications

The Chamber's Board of Directors has approved support of actions involving Pan American World Airways and Scandinavian Airlines designed to enhance San Francisco's position as the "Aerial Gateway of the Western United States."

The Chamber is supporting the application of Pan American World Airways for renewal of its Latin American service certificate and extension of the line to San Francisco. A tri-weekly schedule is contemplated. (Continued on page 4)

Eight Chamber Officers for New Year Named at Annual Election Breakfast; Terms Begin Jan. 1

Thos. J. Mellon, vice president and treasurer, Wesix Electric Heater Company, was elected 1955 President of the San Francisco Chamber of Commerce by the recently-named 1955 Board of Directors which convened Tuesday, December 7, at the Fairmont Hotel. Mr. Mellon, who has served as a Director of the Chamber for the past two years, will take office January 1. He will succeed John B. Watson, president, Goodyear Rubber Co.

Other Officers

Elected also at the annual breakfast meeting were:

First Vice President—Charles S. Hobbs, president, Hale Bros. Stores and vice president, Broadway-Hale Stores, Inc.

Second Vice President—James E. Holbrook, vice president, Pabco Products, Inc.

Third Vice President—Henry C. Judd, treasurer, Standard Oil Company of California.

Fourth Vice President and General Manager (re-elected)—G. L. Fox.

Treasurer (re-elected)—Marco F. Hellman, senior partner, J. Barth & Company.

Assistant Treasurer—Carl A. Boller, Jr., executive department, American President Lines.

Secretary (re-elected)—Marie A. Hogan.

1955 Board of Directors

Supporting the new officers in the Chamber's Action Program next year will be the following men, elected earlier to the 1955 Board of the Chamber:

New members: Roy P. Cole, partner, Cole (Continued on page 2)



New Leader Active in Local, National Affairs

Thos. J. Mellon, 1955 President of the San Francisco Chamber of Commerce, is a native San Franciscan with a wealth of experience in business and public affairs.

Born in San Francisco in 1907, Mellon graduated from the University of San Francisco and the USF law school. He joined Wesix Electric Heater Company in 1926 and later became manager of the firm's Pacific Northwest branch in Seattle. He returned to San Francisco in 1942 as general sales manager, later becoming vice president and treasurer.

Mellon has been active in civic and Chamber affairs for a number of years. He has served on the Chamber's Board of Directors for the past two years. Mellon also is a director of the National Association of Manufacturers, a member of the board of directors of the San Francisco Employers Council and a member of the State Board of Education.

Chamber Produces Map of Downtown Public Parking

A map of the public off street parking facilities in the Central Business District Parking Area has been distributed by the Chamber to daily newspapers and other publications as an aid to handling the Christmas shopping parking problem.

Recommended by the Chamber's Board of Directors as one of the solutions for the parking problem, the map showing the location of public parking garages and lots was compiled by the Chamber in cooperation with the San Francisco Garage Owners Association. The Department of City Planning did the drawing.

Members of the Chamber's Retail Merchants Association have received copies of the map for use in Christmas advertising and the newspapers have printed more than a half-million copies in Christmas advertising editions.

Welcome... New Chamber Members!

The Board of Directors of the San Francisco Chamber of Commerce is proud to present the following new members of the organization.

DI SALVO TRUCKING

Trucking
Jerrold Ave. and Quint St.

DRAVO CORPORATION

Machinery
681 Market Street

FAMILY FINANCE COMPANY

Personal loans
760 Market Street

FIFTH AVENUE CORPORATION OF CALIFORNIA

Real Estate
335 Hayes Street

FONG BROS.

Distributors of Dairy products
935 Stockton Street

FORD MOTOR COMPANY

Ford parts and accessories
1500 So. 26th Street

GOLDEN GATE TRAVELODGE

Motel
2230 Lombard Street

E. J. GRIFFITH & CO., INC.

Import—export
465 California Street

HOBART BROTHERS AND ASSOCIATES

Mfrs. agents
200 Davis Street

HOTEL ANDREE

Hotel
1661 Market Street

COLUMBIA HOTEL, INC.

Hotel
411 O'Farrell Street

HOTEL DAVENPORT

Hotel
540 Jones Street

E. M. HUNDLEY HDWE. CO.

Hardware
662 Mission Street

THOS. S. HUTTON & SON

Steel products
681 Market Street

INSTITUTE OF MIND, INC.

Spiritual Therapy
111 O'Farrell Street

THE INTERSTATE COMPANY

Restaurant
International Airport

ISBRANDTSEN COMPANY

OF CALIFORNIA, INC.

Steamship company
123 California Street

JAPAN TRADE CENTER

Import—export
38 Sansome Street

LAWRENCE KENNEY

Commercial Photographer
72 Natoma Street

DONALD BEACH KIRBY

& ASSOCIATES

Architects and Engineers
109 Stevenson Street

HARRY KRIEGER & SONS

Automobile sales
2950 Geary Blvd.

LAUNDRY-MATICS LIMITED

Laundry supplies
1345 Mission Street

BURNS W. LEE, ASSOCIATES

Public Relations
821 Market Street

LITTLE SWEDEN

Restaurant
572 O'Farrell Street

Chamber Cooperates with National Program to Cut Down on Driving Accidents

The San Francisco Chamber will actively aid in the promotion of "Safe Driving Day" Wednesday, December 15, when an all-out effort will be made to keep San Francisco completely free of traffic accidents for the 24-hour period.

The nation-wide "S-D Day" observance is being sponsored by the President's Action Committee for Traffic Safety, according to Torres Weir, Chairman of the Chamber's Traffic Safety and Control Section.

Local sponsors include Mayor Elmer E. Robinson, the Police Department, the San Francisco Chapter of the National Safety Council, the Chamber and all organizations interested in traffic safety. J. Warnock Walsh, president of the Police Commission, is the local chairman.

Weir, who directs the Chamber's year-round traffic safety program, hailed the "S-D Day" observance as "an important and dramatic way of demonstrating that motorists and pedestrians can eliminate traffic accidents by their own actions."

Traffic accidents are a "national problem," Weir pointed out. "I urge all Chamber members to acquaint themselves and their employees with the basically simple objectives of Safe Driving Day: drive and walk as they would have everyone else drive and walk."

NEW ZONING PROPOSAL

The proposed new zoning ordinance is now being considered by the Public Buildings, Lands and City Planning Committee of the Board of Supervisors. Chamber members interested in it are urged by the Chamber's Industrial Development Committee to make their views known to the Supervisor's committee. They should contact John R. McGrath, clerk of the board, HE. 1-2121, Ext. 284.

1955 Chamber Officers And Directors Elected

(Continued from Page 1)

& De Graf; James B. DuPrau, vice president and assistant to the president, Columbia-Geneva Steel Division, United States Steel Corp.; George J. Greenwood, Jr., vice president, The Bank of California N.A.; E. D. Maloney, vice president and general manager, Northern California and Nevada Area Pacific Telephone & Telegraph Company; and Ray B. Wiser, agriculturist.

Re-elected: Willard E. Abel, vice president and general manager, Sir Francis Drake Hotel; J. F. Barrett, Jr., partner, Barrett Construction Company; Clay Bernard, regional sales manager, Western Air Lines, Inc.; Joseph M. Bransten, president, M. J. B. Co.; James Q. Brett, partner, Coldwell, Banker & Company; George C. Fortune, vice president, Balfour, Guthrie & Co., Ltd.; Robert H. Gerdes, vice president and general counsel, Pacific Gas and Electric Company; Graham Kislinsky, Graham Kislinsky Public Relations; E. W. Littlefield, vice president Utah Construction Co.; Daniel J. McManney, vice president, Southern Pacific Company; Joseph A. Moore, Jr., president, Moore Dry Dock Company.

J. G. Motheral, vice president, Batten, Barton, Durstine & Osborn, Inc.; Louis W. Niggeman, vice president, Fireman's Fund Insurance Company; Laurence H. Odell, vice president, W. R. Grace & Co.; J. Howard Patrick, president, Patrick & Company; John H. Sembower manager, Public Relations Pacific Coast, Shell Oil Company; Randolph Sevier, president, Matson Navigation Company; John L. Simpson, chairman, Finance Committee, Bechtel Corp.; Les Vogel, Jr., president, Les Vogel Chevrolet Company; and John I. Witter, partner, Dean Witter & Co.

October Industry Expansion in S.F., Bay Area Gains Over 1953; Year's Project Total Is Up

The dollar total of San Francisco industrial expansion for October was 150 per cent greater than in the same month of 1953, the Chamber's Industrial Department reported this week. One new plant and five expansions created 64 jobs at a commitment of \$1,579,000.

Bay Region industrial expansion in October, 1954, was over six times greater than last year, according to the report. Thirteen new plants brought commitments of \$2,515,000; 41 expansions, \$5,279,100. Thirty-five more projects were recorded than for October of 1953.

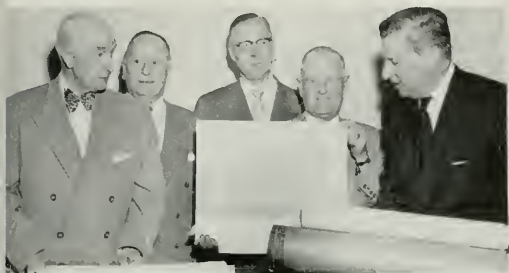
Capital expenditures totaling \$8,283,600 for Northern California were over four times greater than last October 1953. They represented sixteen new plants and 46 expansions.

Though the cumulative dollar total through the first ten months is lower than 1953, the project total is up 16 in San Francisco, 79 in the Bay Region and 188 in Northern California.

The monthly and cumulative totals are as

follows:

	Totals for October, 1954		
San Francisco			
1 New Plant	\$ 1,015,000	12 Jobs	
5 Expansions	\$ 564,000	52 Jobs	
6 Projects	\$ 1,579,000	64 Jobs	
Bay Region			
13 New Plants	\$ 2,515,000		
31 Expansions	\$ 5,279,100		
54 Projects	\$ 7,794,100		
Northern California			
16 New Plants	\$ 2,970,000		
46 Expansions	\$ 5,313,600		
62 Projects	\$ 8,283,600		
Cumulative totals for the first ten months of 1954			
San Francisco			
14 New Plants	\$ 1,415,000	14 Jobs	
59 Expansions	\$ 11,817,800	222 Jobs	
73 Projects	\$ 16,100,800	315 Jobs	
Bay Region			
17 New Plants	\$ 5,591,000		
111 Expansions	\$ 44,654,700		
132 Projects	\$ 92,246,600		
Northern California			
164 New Plants	\$ 65,134,200		
162 Expansions	\$ 48,510,700		
326 Projects	\$ 113,651,900		



WORLD TRADE CENTER — The climax to 10 years of planning by Chamber, City and State groups came last week as blueprints for San Francisco's \$2,000,000 World Trade Center, to be built in the famed Ferry Building, (see photo at right) were delivered to the Board of State Harbor Commissioners for The Port of S. F.

Looking over plans and sketches are (left photo, left to right) Leland W. Cutler, Chairman of San Francisco World Trade Center Authority, state agency which will supervise the international mart; Acting Port Director Carl M. Smith, representing the State Harbor Board which is putting up funds for the project; Olaf C. Hansen, President of World Trade Center, Inc., local civic organization which at the instigation of the San Francisco Chamber of Commerce initiated plans in 1944; Thomas A. Maloney, Assemblyman, 20th District, who introduced legislation leading to state sponsorship of the trade center; and William G. Merchant, architect of the forthcoming trade mart.

Construction is to start shortly after the first of next year, with completion scheduled for summer of 1956.

Cutler has set up an office in the Ferry Building, whose entire north wing is already in the preliminary stages of conversion into a three-story structure combining the features of a trade mart, display center, office building and international gathering place.

Terms of an agreement covering management and operation of the new trade center are being worked out by the Authority and the Harbor Board. The project in the state-owned Ferry Building is being financed with revenue bonds issued by the Harbor Board.

The San Francisco Chamber originally sponsored the local World Trade Center idea. In 1944 Chamber leaders put into motion the organization of other business leaders into the group that was named "World Trade Center, Inc." Since that year the Chamber's World Trade Department and World Trade Association have given continuous encouragement and support to the development of plans for the Center.

City Efforts Successful At Foreign Trade Meet

San Francisco's display at the National Foreign Trade Convention in New York November 15-17, presented by the Chamber, Board of State Harbor Commissioners and the Marine Exchange, brought national recognition as one of the outstanding promotions.

"We are constrained to pay tribute to the 19-man team representing San Francisco," the Chicago Association of Commerce and Industry reported. "Decked out in special badges proclaiming the city they represented, they seemingly were ubiquitous.

"The Port of San Francisco headquarters bore a huge photograph of that port and city. Those in the market for refreshments were escorted to Fisherman's Wharf, which was the most colorful bit of extra-curricular scenery viewed by this reporter."

Optimism was the keynote of the convention, the San Francisco delegates report. Business and government leaders feel basic world conditions have reached a point of stability whereby world traders expect 1955 international trade volume to generally equal that of the current year.

Representing the San Francisco Chamber at the convention were James S. Baker, President, World Trade Association; and Alvin C. Eichholz, Manager, World Trade Department.

S.F. Freight Rates Stand To Be Upheld by Chamber

The position of the San Francisco Chamber of Commerce in the highly important transcontinental class freight rates case is being presented this week at a final hearing before the Interstate Commerce Commission in Washington, D.C.

Maintenance of parity or blanketing of rates of all Pacific Coast ports and terminals on traffic to and from the eastern, southeastern and midwestern defined groups is being urged by Walter A. Rohde, Manager of the Chamber's Transportation Department.

Under existing rate structures of the various forms of transportation, the Pacific Coast is treated as a unit to the greatest possible extent. If groupings, based strictly on mileage, were extended to the Pacific Coast, the effect would be to throw the San Francisco area out of line with other major Pacific Coast areas, the Chamber maintains. Diversion of cargo from San Francisco to other Pacific Coast ports might result.

Supervisors Laud Chamber

In a special commendation of the Chamber for its recent work in helping to secure important government offices in San Francisco, the Board of Supervisors of the City and County of San Francisco said:

"... It is indeed gratifying to realize that the members of the Chamber of Commerce are continuously working to make San Francisco the hub of the West and are leaving no stones unturned in their efforts to have both the Federal Government, or its political subdivisions, and private industry, locate as many of its agencies as possible in San Francisco."

The Chamber's efforts in these fields supplement those of Mayor Robinson, Legislative Representative Frances V. Keesling, Jr., and others. In the cases of the Post Office regional office and the Mining Bureau headquarters, the Mayor's and the Chamber's efforts proved particularly effective.

Business Cooperation in 1955 Censuses Is Asked

One of the most helpful services which government performs for businessmen — conducting censuses of industry and trade — will be carried out in 1955, and all members of the San Francisco Chamber are urged to cooperate in the vast undertaking.

The Chamber's Board of Directors recommended the censuses to the last session of Congress, and since then, the necessary funds were appropriated. Two million firms engaged in manufacturing, mining and trade will report to the Census Bureau on their operations.

Three separate censuses, with individual reports kept strictly confidential, will be taken: 1. Census of Manufacturers; 2. Census of Mineral Industries; and 3. Census of Business (wholesale, retail and service trades).

The most recent censuses of the dynamic American economy are "hopelessly out of date," according to Chamber General Manager G. L. Fox. The new census facts will be used millions of times by businessmen in making decisions on plant location, product development, marketing channels, sales quotas, advertising campaigns and many other matters.

The quality of the census depends on the reporting of businesses. Fox urged complete cooperation of San Francisco businessmen with the Census Bureau. Businessmen should make complete and accurate reports, and return them promptly to the Bureau of Census.

Considerable thought has been given to the selection of questions to be asked. The questionnaires will develop the information most desired by businessmen themselves, Fox reports.

Calendar — Chamber Events

December 10 - 24

December 10 — CAPITAL IMPROVEMENT AND LAND USE SECTION — Room 200, Chamber, 12 noon.

Agenda: Discussion of enlarging San Francisco's small boat harbor facilities.

December 11 — "KORFA BEAR" LAUNCHING, 10:30 a.m., Bethlehem Shipyard.

December 14 — AGRICULTURAL COMMITTEE — Fairmont Hotel, Empire Room, 12 noon.

Agenda: "Welcome home" to J. Earl Coke.

Hitting the High Spots

With Walt Brawa

THE "KOREAN BEAR," second of three mariner-type high-speed cargo vessels being constructed by Bethlehem for Pacific Far East Lines (see "Progressogram" on this page) will be launched tomorrow at 10:30 a.m., according to P.F.E. Pres. T. E. Cuffe. Christening the ship will be Mrs. Thor C. Tollefson, wife of the Congressman who is acting chairman of the House Merchant Marine and Fisheries Comm. and a leader in the fight for more West Coast shipbuilding. . . . **INDUSTRIAL COMMITTEES** and Sections of the Chamber hold their annual joint meeting today in the Sir Francis Drake Hotel. . . . **MOULIN STUDIOS** has added a well-integrated, modern motion picture plant to its still-photo production, and the following personnel: Charles Lorraine, producer-writer who has directed training films for industrial firms and the Gov't.; George Watson, film production mgr. who was managing editor for the Princeton Film Center; and David Ahlers, director of motion sales, who has had an active career in pictures since 1941 with Louis de Rochemont and 20th Century-Fox. . . . **CALIFORNIA PRINTING COMPANY**, celebrating its 35th anniversary, has added lithography to its letterpress service. . . . **WESTERN BEET SUGAR PRODUCERS, INC.** have moved offices to 461 Market St. . . . **MAJ. GEN. WILLIAM N. PORTER** was hosted Wed. by the Chamber's Chemical Industries Section and the SF Chapter, Armed Forces Chemical Assn., in a press conference at the Press & Union League Club. In town for a speaking engagement, Porter was interviewed at the press conference on the war potential of the chemical industry. He was chief of the Chemical Warfare Service in World War II and is now with American Cyanamid. . . . **GEORGE C. WAGNER**, pres. of the George C. Wagner Co., SF importer, announces the opening of a branch office in Tokyo. . . . **FOOD HANDLER COURSES** at the Health Center Bldg., 101 Grove St., are open free on the first three Monday and Wednesday evenings this month. Persons interested in catching the remaining courses should telephone UNderhill 1-4701, Ext. 25. . . . **N. GRAY & CO.**, SF's oldest funeral director, has acquired land at 19th Ave. & Sargent St. for a new branch establishment.

Airlines Applications...

(Continued from page 1)

plated on the route, which presently terminates in Los Angeles.

Efforts of city officials to have San Francisco named as a co-terminal for the Scandinavian Airlines Transpolar Route are also being supported. The Chamber will aid in attempting to secure an alteration in the basic international agreement affecting the Scandinavian route, if this appears necessary.

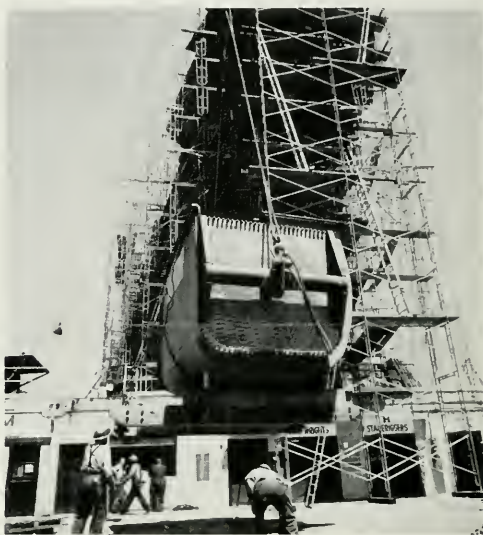
Chamber Action

Highlights of the Past Two Weeks:

1. Elected 1955 Officers (P. 1)
2. Inaugurated new Trade Promotion Service (P. 1)
3. Supported actions of two airlines (P. 1)
4. Produced downtown parking map (P. 1)
5. Co-sponsored "Safe Driving" program (P. 2)
6. Reported recent industrial expansion (P. 2)
7. Sent representatives to foreign trade convention, New York (P. 4)
8. Presented city's position in I.C.C. freight rates case (P. 4)

SHIPBUILDING FOR WEST COAST

San Francisco Progressogram* - - - - - No. 13



MARINER VESSELS PLAY AN IMPORTANT PART

Mariner-type cargo and passenger ships constructed under a U.S. Maritime Administration program—of which the "Korean Bear" launched December 11 is the second constructed for Pacific Far East Lines at Bethlehem Pacific Coast Steel Corporation—are vital in the shipbuilding needs of the West Coast and the entire country. They are symbolic of (1) the nation's potential strength in military emergency, (2) the country's competitive commercial position and (3) economic health which results from large employment and payrolls.

The "Korean Bear" (photo above shows its condenser being hoisted, during construction) when launched was one of four merchant vessels of over 1,000 tons under construction in private yards on the Pacific Coast, and one of 12 in all yards of the nation. The Chamber's area-wide Shipbuilding Committee is constantly seeking more shipwork for local yards, aiming for greater employment and more secure defense and commercial positions not only for the West Coast but for the entire country.

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

Chamber, City to Sponsor Winter Market

The annual Western Winter Market, January 24-28 at the Western Merchandise Mart, which will bring thousands of buyers to the city, is co-sponsored by the San Francisco Chamber of Commerce and the City and County of San Francisco.

One of the most important merchandise shows on the Pacific Coast, the Western Winter Market will offer the new products of over 2,800 factories. The diversified showing of both western and eastern lines will attract buyers from all over the world.

BAY REGION BUSINESS

WALTER I. BROWN, Editor
Ralph S. Cless, Jr., Asst. Editor

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Nathan Most—New WTA Prexy

World Trade Ass'n Elects 1955 Officers

Nathan Most, vice president and treasurer of Getz Bros. & Company, has been elected 1955 President of the World Trade Association of the San Francisco Chamber of Commerce. He succeeds 1954 President James S. Baker, manager of the James S. Baker Co.

Other new officers of the World Trade Association are: George E. Talmage, vice president, Traffic, Pacific Transport Lines, Inc.—First Vice-President; Forrest E. Brookman, partner, Atkins, Kroll & Co.—Second Vice-President; Tom B. Coughran, vice president and manager, International Banking Department, Bank of America N.T. & S.A.—Third Vice-President; Robert Taylor, assistant vice president, American Trust Company—Treasurer; and Alvin C. Eichholz, Manager of the Chamber's World Trade Department—Secretary.

W. B. Gribble, export manager of the W. P. Fuller & Co., and a director of the Association, has been named General Chairman of the 1955 World Trade Week Committee.

Promotion of two-way trade through the Port of San Francisco is the primary objective of the Chamber's World Trade Association. Working through the Chamber's World Trade Department, the WTA takes an active part in the Chamber's national and international promotion of world trade. The WTA membership of nearly 400 represents a complete cross-section of all interests concerned with trade, finance and port traffic.

Other members of the WTA 1955 Executive Committee are:

E. T. Barnett, United States Steel Corporation; E. Vail Cliff, United Air Lines;

(Continued on page 4)

Immediate Acquisition Of South Basin Site For Produce Mart Urged

The Chamber's Board of Directors has taken additional action toward relocation of San Francisco's wholesale produce market as a result of a comprehensive report by the joint Produce Market Subcommittee of the Agricultural and Industrial Development Committees.

The Board went on record as "favoring the immediate acquisition of the South Basin area for ultimate development of a new produce market" and reaffirmed its June 17 request that the authorized city agencies "declare the area in which the present wholesale produce market is located, and the South Basin war housing area, as Redevelopment Areas."

An exhaustive re-study of seven possible produce market sites was made by a special committee of the joint Subcommittee. The majority report, signed by Chairman John E. Cahill and Milton I. Ross, recommended the South Basin Site "as the logical and most suitable site for relocation."

The minority report, signed by Richard Meyerhoff, did not disapprove of the South Basin site nor did it propose an alternate site. The report stated that some produce and poultry houses "will not commit themselves to the choice of a site until they find they will receive adequate compensation for the heavy investments they would be forced to leave when they move to a new market area."

Cahill is associated with Cahill Brothers Inc., a construction firm; Meyerhoff is vice president of A. Levy-J. Zentner, the state's largest fresh produce firm; and Ross is president of Jacobs, Malcolm and Burtt, a leading San Francisco firm.

The report was approved initially at a joint meeting last week at which Randell Larson presided. The recommendation to the Board was signed by Agricultural Committee Chairman J. W. Mailliard III, and James Q. Brett, Chairman, Industrial Redevelopment Committee.

City Is Popular in East, President-Elect Reports

San Francisco is widely recognized as a "thriving city" and as a West Coast leader by businessmen throughout the eastern United States, Chamber President-Elect Thos. J. Mellon reported last week on his return from a business tour which made his election as 1955 Chamber President one "in absentia."

Mr. Mellon was advised of his election by long-distance telephone earlier this month

(Continued on Page 4)



New Post for Joseph R. Mixer

Mixer New Assistant Gen. Mgr. of Chamber

Joseph R. Mixer, for three years Manager of the Chamber's Domestic Trade Department, has been appointed Assistant General Manager of the Chamber, it was announced today by General Manager G. L. Fox.

Mixer will succeed Robert M. Shillito who resigned to become General Manager of the Downtown Businessmen's Association of Los Angeles.

Mixer assumes the next-to-highest staff position with the San Francisco Chamber following more than ten years of organizational work which climaxed in February, 1950 with his appointment as Secretary-Manager of the San Francisco Junior Chamber. He became Domestic Trade Department Manager of the San Francisco Chamber in October, 1951, undertaking as his first major project the organization of a trade development trip to the San Joaquin Valley—activity typical of his Department whose aim is to develop San Francisco as the market center of the West and encourage the sale and distribution of locally-made products.

Mixer is a graduate of the University of California, where he served as student body president. He is married and has three young children.

MERRY CHRISTMAS AND A HAPPY NEW YEAR!

General Business Activity

FOR NOVEMBER AND THE FIRST ELEVEN MONTHS OF 1954

TREND

The general business trend in San Francisco during November turned up briskly from October to a new high for the year and to an all-time November high. The San Francisco Chamber of Commerce November index of business activity at 135.3 topped October by 6.5% and November a year ago by 2.3%. Our index for 11 months at 125.3 was identical to the like period last year.

The November strength in San Francisco business compared to a year ago came principally from the financial, trade and utility fields, although real estate and some segments of the building and transportation fields were also up: bank debits rose 5%; San Francisco Stock Exchange shares traded, 34%, and market value, 97%; real estate deeds recorded, 8%, single family dwelling units provided for 80%. Bridge vehicle crossings, truck movements and airport traffic established new November highs. Sales of electrical energy and water topped last November and department store sales tied. Tourist interest in San Francisco and northern California continued strong in November with nearly half again as many written inquiries to the San Francisco Chamber of Commerce as last November and out-of-state autos reported entering northern California gateways in November gained 8% over last year. Water-borne commerce, freight car movements, total building permits authorized were below last November.

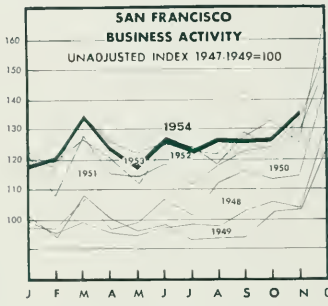
In the San Francisco Bay Area November financial transactions topped last year by 6%, new dwelling units starts by 12% and employment in agricultural industries, 6%, in service, 2%, and in finance, 1%. Total metropolitan employment was down 1.5% but average weekly earnings of wage and salaried workers in the manufacturing industries were above last year.

CONSTRUCTION AND REAL ESTATE

November San Francisco building permit value of \$3,800,710 was about one third of last November which amounted to \$11,681,638 and included nearly \$6 million of public housing and \$1.7 million for a commercial garage. This November new residential permits accounted for 39% of the total value, new non-residential permits for 38% of the total value, and additions, alterations and repairs for 33%. The eleven months total of 7,892 permits value at \$53,475,819 were 1.3% in number and 7.1% in amount below a year ago. The new residential permits of \$22,220,296 accounted for 42% of the 11 months total and was 8% ahead of the same period last year and provided for 2,228 dwelling units or 11% more than during a comparable period last year. New non-residential permits amounting to \$18,634,349 and additions, alterations and repairs to \$12,621,172 for the cumulative period were down 21.1% and 5.9% respectively.

EMPLOYMENT

Employment in the six-county metropolitan area in November amounted to 1,010,100 according to the State Department of Employment preliminary estimate compared to the October final of 1,019,100 and 1,025,200 in November a year ago. November employment in six industrial groups out of ten, were above the month's average for the first eleven months and included construction, finance, retail trade, wholesale trade service and miscellaneous. The 11 months average of 1,000,



100 was 21,610 under the same period last year or 2.1%. November unemployment amounted to 3.7% of the labor force.

TRADE

San Francisco department store sales in November were identical to last November according to the Federal Reserve Bank unadjusted index. Sales for the 11 months were likewise practically identical. Merchant wholesaler sales on the Pacific Coast during October (latest) were 2% over last October and identical to the preceding month. Sales of lumber and construction materials led the gains with 29%, but sales of industrial

machinery and equipment and supplies showed the sharpest drop amounting to 34%.

FINANCE

November bank debits in San Francisco amounted to \$3.2 billion and the five reported bay cities to \$4.0 billion carrying the 11 months cumulative to \$34.3 billion in San Francisco and \$42.9 billion in the bay cities. Cumulative transactions in the bay cities and Los Angeles were practically identical to the same period last year, but in Portland there was a 3% gain and in Seattle 6% while the 12th District was up 1%. Market value of shares traded on the San Francisco Stock Exchange reached the highest monthly total since July 1930 and amounted to \$31,404,319. The number of shares traded were up 30.9% and market value, 97.2% of last year.

TRANSPORTATION

November water-borne commerce and rail traffic in the San Francisco Bay Area were down 12% and 4% respectively. The Port of San Francisco revenue tons handled during November were off 10.4% but truck movements in the San Francisco area were up 9.6%. San Francisco airport traffic in October compared to a year ago established a gain in plane traffic of 13.9%, passengers, 21.3% and express, 13.8%, but air mail and air freight were down 2.1% and 2.5% respectively. Out-of-state passenger cars entering northern California gateways during November were up 8% but the 11 months total of 731,299 was less than 1% below last year.

UTILITIES

November electrical energy sales were 2.2% above last November and residential water consumption up 3%, but industrial gas sales were off 1.2% and industrial and commercial water sales 0.2%. The 11 months cumulative of all utilities climbed 11% above last year with electrical energy sales up 2.4%, industrial and commercial gas sales 1.0%, residential water 2.2% and commercial and industrial 0.2%.

NOVEMBER BUSINESS ACTIVITY IN SAN FRANCISCO

BRANCH OF ACTIVITY	NOVEMBER 1954	% from 1953	11 Mos. 1954	% from 1953
*GENERAL BUSINESS ACTIVITY 1947-49 Av.=100	135.3	2.3	125.3	0.0
CONSTRUCTION PERMITS	67.5	-2.0	7,892	-1.3
Residential, New	3,800,710	-66.0	53,475,819	-1.1
Dwelling Units	1,389,400	-80.1	22,220,296	8.3
Single-Family Units, New	90	80.0	958	28.8
Non-Residential, New	1,048,473	-66.9	18,634,349	21.1
Addns., Alterations and Repairs	1,262,937	59.1	12,621,172	-5.9
REAL ESTATE—Deeds Recorded	1,149	-	15,680	-7.6
*RETAIL DEPARTMENT STORE SALES	117	0.0	110	0.0
FINANCE—Bank Debits	\$3,168,572	4.6	\$34,264,538	0.3
Post. Receipts	\$3,106,861	-8.7	29,981,068	11.8
S. F. Stock Exchange	31,404,319	97.2	267,372,068	43.2
COMMERCIAL FAILURES	11	75.0	165	26.9
INDUSTRY TREND—Bay Area Counties Total Employed	1,010,100	1.5	1,006,100	2.1
Manufacturing—Average Weekly Earnings	\$8,410	2.4	8,410	2.4
Manufacturing—Total Employment	202,000	3.8	206,200	5.1
Construction Contract	65,900	0.8	63,450	-3.8
Finance, Ins., Real Estate	2,400	1.0	170,000	1.0
Retail Trade	7,500	1.4	71,000	-0.7
Wholesale Trade	211,300	-1.6	210,000	-0.5
Service	1,000	0.8	1,000	0.8
Trans., Comm. & Utilities	1,000	0.8	1,000	0.8
Agriculture	80,000	0.1	80,000	0.1
Govt.—Fed., State, City	80,000	0.1	80,000	0.1
Other	1,133	5.8	18,255	8.8
TRANSPORTATION FRT. Car Movements	1,554,413	-	17,855,000	-1.1
S. F. Airport Planes In and Out	1,554,413	-	17,855,000	-1.1
Passengers Off and On	1,554,413	-	17,855,000	-1.1
Air Mail Loaded & Unloaded	1,554,413	-	17,855,000	-1.1
Air Freight Loaded & Unloaded	1,554,413	-	17,855,000	-1.1
Rail Express Shipment	1,554,413	-	17,855,000	-1.1
Truck Movements—S. F. Area	1,554,413	-	17,855,000	-1.1
Out-Of-State passenger car entries into N.C.	1,554,413	-	17,855,000	-1.1
PORT OF SAN FRANCISCO—Revenue Tons	1,554,413	-	17,855,000	-1.1
Coastwise	1,554,413	-	17,855,000	-1.1
Intercoastal	1,554,413	-	17,855,000	-1.1
Foreign	1,554,413	-	17,855,000	-1.1
CARGO VESSELS (S. F. Bay)—Arrivals	1,554,413	-	17,855,000	-1.1
Units of Registered Tons	1,554,413	-	17,855,000	-1.1
UTILITIES—Ind and Comm. Gas Sales	1,554,413	-	17,855,000	-1.1
Electric Energy Sales—k-w hours	1,554,413	-	17,855,000	-1.1
Nat'l Consumption—Comm. and Ind	1,554,413	-	17,855,000	-1.1
NEW DEVELOPMENTS—Tourist and Settler	1,554,413	-	17,855,000	-1.1
Bay Bridge Vehicle Crossings	1,554,413	-	17,855,000	-1.1
Golden Gate Bridge Vehicle Crossings	1,554,413	-	17,855,000	-1.1
FRUITS AND VEGETABLE RECEIPTS	1,554,413	-	17,855,000	-1.1
LIVESTOCK SLAUGHTER Insp. Dist.	1,554,413	-	17,855,000	-1.1
% F LIVING COSTS—All Index	1,554,413	-	17,855,000	-1.1

Friday, December 24, 1954

Chamber Backs Request For Funds for Small Boat Harbor Facilities

The Chamber's Board of Directors last week approved in principle a plan for enlargement of San Francisco's small boat harbor facilities in the vicinity of Gas House Cove, next to the Army Transport docks.

The State Legislature's Joint Interim Committee on Marine Affairs and Bay Area Development, meeting at the time in San Diego, was immediately informed of the Chamber's position. The Legislative committee has before it a request from the San Francisco Recreation and Park Commission for funds for enlargement of San Francisco's small boat harbor facilities.

Present facilities for small boats are inadequate, the Chamber's Capital Improvement and Land Use Section pointed out. Berths for 900 small boats are required and at this time only 250 small boats can be handled, according to Don A. Giles, Section Chairman.

Estimated cost of building facilities at Gas House Cove is \$5,000,000. Suggested plans for financing include:

1. City and state each contribute \$2,500,000. The portion from the city to be supplied through a bond issue.
2. Request the entire \$5,000,000 from the state's off-shore oil funds.
3. Request federal funds for 50 per cent of the \$5,000,000, and include in the plans provisions for berthing Coast Guard vessels, the balance of the funds to be provided by the city and state.

Giles' Section pointed out that the cost would be amortized in about 30 years and the new facilities would provide space for sport fishing boats now berthed at other harbors in the Bay.

Collins Named President Of Second Century Club

Edmund T. Collins, branch office manager of the Pacific Telephone and Telegraph Company, has been elected 1955 President of the Chamber's Second Century Club. He will succeed A. C. Meyer, vice president of the Bank of America N.T. & S.A.

The 1955 Vice Presidents of the Second Century Club are Donald J. Devoto, San Francisco representative of Hotels Statler Company, Inc., and Joseph Zahlocki of Zahlocki Associates.

Organized four years ago, the Second Century Club cooperates with the Chamber's Membership Relations Department. During 1955 the Club will continue to expand its program of making "good will" calls on new Chamber members and sponsoring "assimilation luncheons."



INDUSTRIAL ACCOMPLISHMENTS—Reports on the major projects of 1954 highlighted an annual meeting of the Chamber's Industrial Committees and Sections at the Sir Francis Drake Hotel recently. Projects spotlighted included the Technical Report on the Produce Market Site, Recommended Reclamation of 2,500 Acres of Tidelands, Recommendation of Alternate Water Plan for Bay Region, Retention of Bureau of Mines Headquarters in San Francisco, Analysis of Government Competition in Business, Recommendation for Building Code Technical Board of Review, and completion of Special Reports on the Western Chemical Potential.

Among the Committee and Section officials attending were (above): front row, left to right, B. C. Allin, Vice Chairman of the Technical Projects Committee; Phil R. Bradley, Jr., Chairman of the Mining Committee; and M. H. Scott, Chairman of the Chemical Industries Section. Back row, left to right, Henry J. Degenkolb, Chairman of the Building Code Section; James Q. Brett, Chairman of the Industrial Development Committee; and H. H. Fuller, Chairman of the Industrial Advisory Committee.

Gov't Competition No Big Problem, Survey Shows

Industrial and trade organizations headquartered in the Bay Area do not find government competition a major item in their businesses, according to a survey made by a special Subcommittee of the Chamber's Manufacturers Committee. Of 74 organizations questioned, only three indicated a need for further investigation into the problem, according to Joseph M. Bransten, Chairman of the Manufacturers Committee.

The question of "government-in-business" insofar as Bay Area industry is concerned arose earlier this year and the survey was instigated for the purpose of further investigating the problem. Bransten said the Chamber is anxious to be of assistance to any association encountering the "government-competition" threat.

Plant Expansion Still Strong in City, Area

Two new plants and six expansions of existing industrial facilities in San Francisco during the month of November brought total commitments of \$312,000 and created 48 new jobs, the Chamber's Industrial Department reported this week.

Industrial expansion throughout the Bay Region equalled November of last year in number of projects, with 18 new plants and 22 expansions. The total capital commitment for these projects was \$16,341,900.

In the whole of Northern California, industry committed \$18,483,900 for 19 new plants and 36 expansions.

Largest reported project is the new paper mill announced by Crown Zellerbach to be erected near Antioch. This is expected to be a boon to the packaging industry centered in the San Francisco Bay Region.

Totals are as follows:

NOVEMBER			
San Francisco			
2 New Plants	\$ 110,000		22 Jobs
6 Expansions	202,000		
8 Projects	\$ 312,000		48 Jobs
Bay Region			
18 New Plants	\$ 14,506,000		
22 Expansions	1,835,900		
40 Projects	\$ 16,341,900		
Northern California			
19 New Plants	\$ 14,706,000		
16 Expansions	3,777,900		
35 Projects	\$ 18,483,900		
FIRST ELEVEN MONTHS OF 1954			
San Francisco			
16 New Plants	\$ 4,453,000		115 Jobs
65 Expansions	12,019,899		248 Jobs
81 Projects	\$ 16,472,899		363 Jobs
Bay Region			
139 New Plants	\$ 69,087,900		
343 Expansions	46,490,643		
482 Projects	\$ 115,578,543		
Northern California			
183 New Plants	\$ 79,840,400		
396 Expansions	52,297,643		
581 Projects	\$ 132,137,043		

TRADE PROMOTION SERVICE

Now is the time for Chamber members to plan expanded distribution of their products in 1955 by utilizing the Chamber's new direct service designed to stimulate the sales of San Francisco products. Interested firms should contact the Chamber's Sales Promotion Subcommittee immediately at EX. 2-4511, Ext. 63.

The Chamber's Domestic Trade Department has established excellent contacts and reliable outlets in the major market centers of the United States.

Interested Chamber members should forward to the Chamber offices, 333 Pine Street, San Francisco 4, the following information: 1. name of firm and address; 2. official's name and title; 3. products manufactured or distributed; 4. areas or cities in which outlet is desired; and 5. type of outlet desired (wholesaler, jobber, manufacturers' agent or other).

Mellon Describes Vital Role of City, Chamber

(Continued from Page 1)

and declared he would serve "with a great deal of pleasure and a deep sense of responsibility." He will take office January 1, succeeding John B. Watson.

"I was particularly impressed," Mr. Mellon said of his eastern tour, "by the very friendly interest in San Francisco expressed by businessmen everywhere. They look to the Pacific Coast for continued growth with San Francisco at the center. A good deal of optimism was evident at the National Association of Manufacturers convention in New York where I spent some time.

"San Francisco will have an increasingly important place in the affairs of the state, the nation and the world, and the actions of its Chamber will have far-reaching effects on our economic well-being," Mr. Mellon continued.

"Outstanding business and professional men will be serving on the Chamber's Board of Directors during the coming year and, with the aid of its membership, the Chamber will continue in 1955 its broad program for civic improvement and expansion of the dynamic American free enterprise system.

"The San Francisco Chamber of Commerce has traditionally been a leader in the development of policies designed to serve the common good and enhance the position of our community.

"During the coming year I am sure the Chamber's officers, membership and staff will devote their efforts to a program serving the best interests of San Francisco in every way."

Veltman Named President Of Export Managers Ass'n

John T. Veltman, export manager of the California Division of Libby, McNeill & Libby, has been elected President of the San Francisco Export Managers Association, a group with which the San Francisco Chamber works closely because of mutual interests in world trade through the Port of San Francisco.

Other officers elected to serve with the new President for 1955 are: Vice President, William P. Stevens, Columbia-Geneva Steel Division, United States Steel Corp.; Secretary, Robert S. Dowling, Union Oil Co. of California; Treasurer, Jack Cavanaugh, Stauffer Chemical Co.

The Export Managers Association is composed of executives in Bay Area industries in charge of their company's overseas sales.

Veltman was born and educated in Holland, has lived in the United States for thirty years and has traveled widely. He has been with Libby, McNeill & Libby about 28 years.

Chamber Action

Highlights of the Past Two Weeks:

1. Concluded special Committee study of Produce Market relocation and recommended action (P. 1)
2. Took action on harbor facilities question (P. 3)
3. Surveyed "government-in-business" problem (P. 3)
4. Encouraged use of new Chamber trade promotion service (P. 3)
5. Surveyed Economic Conditions (P. 2) and Industrial Expansion (P. 3)
6. Held joint meeting of Industrial Committees reviewed accomplishments (P. 3)
7. Elected new World Trade Assn. Officers (P. 1)
8. Elected new Second Century Club Officers (P. 3)

RADIOLOGICAL DEFENSE LAB

San Francisco Progressogram* - - - - - No. 14



S. F. IMPORTANT CENTER OF ATOMIC RESEARCH

Nearing completion at San Francisco Naval Shipyard, Hunter's Point, is the \$8,500,000 building (architect's sketch, above) of the U.S. Naval Radiological Defense Laboratory—the only research activity in the country solely concerned with defense against the effects of atomic weapons.

At this "top secret" laboratory some 400 highly skilled scientists are trying to find out how the nation's cities and armed forces can survive the effects of atomic and hydrogen bomb attacks. The modern laboratory building to house the activity will be completed next spring.

Six stories high, 400 feet long and 100 feet wide, the building will be windowless—for economy and more wall space, as well as for greater protection against possible bombings. Heavy concrete walls, some with lead sheathing, will help control or confine atomic radiation. Movable partitions and false ceilings will give extra flexibility of space utilization, while both ends will have provisions for building extensions. Joint contractors are Rothschild, Raffin & Weirick and the James I. Barnes Construction Co. with George Storm as superintendent.

Within this novel structure many of the vital atomic secrets of the next century may be discovered. Certain it is that San Francisco's Radiological Defense Laboratory will help man to learn more about how to live with the atomic age, how to protect himself from its baneful side, and how to harness the vast energy for the world's good.

Here is further proof of San Francisco's importance to the nation—this time as a key center in the age of atomic energy.

*A regular feature . . . Ask the Chamber for Reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.

World Trade Ass'n Executive Committee Named

(Continued from Page 1)

J. H. Farry, Tide Water Associated Oil Company; B. Fitch, Hawaiian Freight Forwarders, Ltd.; Arthur J. Fritz, Arthur J. Fritz & Co.; Reginald V. Grady, Connell Bros. Company, Ltd.; W. B. Gribble, W. P. Fuller & Co.; Herbert W. Hilker, J. J. Moore & Co., Inc.; H. L. Kaufmann, Crocker First National Bank of San Francisco; Granville E. Libby, Fireman's Fund Insurance Co.; George H.

Mahoney, Grace & Co. (Pacific Coast); C. J. McKeever, General Petroleum Corporation of California; M. P. Naughton, Cosgrove & Company, Inc.; Frank L. Redfern, Union Pacific Railroad Company; B. T. Rocca, Jr., Pacific Vegetable Oil Corporation; J. W. M. Schorer, Holland-America Line; John A. Stein, Pope & Talbot, Inc.; O.C. Stine, Pan American Airways, Inc.; Harry Thompson, Grace Line, Inc.

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